

Chemist & Druggist

Benn >>

DECEMBER 4 1976 THE NEWSWEEKLY FOR PHARMACY

Beatson Glass one of the great protectors



Wherever drugs and medicines are dispensed
Beatson glass containers keep them safe and ready to hand.

Beatson Clark have been making glass
for two centuries and today serve the pharmaceutical world
with most types of medicinal glass containers.

Ask your wholesaler

 **Beatson Clark**

Beatson, Clark & Co. Ltd.,
Rotherham, South Yorkshire, S60 2AA
Telephone: 0709 79141 Telex: 54329

Contraception

SPECIAL SECTION

**Analgesics:
PAGB says
CRCs are
the answer**

**Christmas
prospects
surveyed**

**Injectables
expansion
by Kerfoot**

Parker's

COUGH LINCTUS

*Trade mark.

Parke-Davis announce an important new chemist-only cough product

Parker's* Cough Linctus will become one of the most important cough products in Britain.

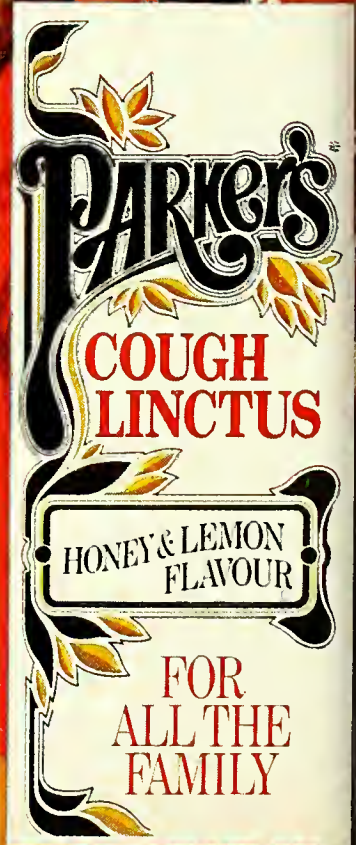
Parker's Cough Linctus has an attractive traditional honey and lemon flavour, is very effective, and will be heavily promoted on Press and TV.

Our press advertising will cover the country with 13 major national publications, reaching 75% of all women an average of 6 times each with our selling message.

In addition, in the Harlech, Westward and Anglia TV areas there will be a full-scale test of television support.

See your Parke-Davis representative or your wholesaler now about our launch bonus available on all orders until 25th February 1977.

PARKE-DAVIS
market leaders in cough treatment



Chemist & Druggist

The newsweekly for pharmacy

4 December 1976 Vol. 206 No. 5044

118th year of publication

Editor Arthur Wright, FPS, DBA

Advertisement Manager Peter Nicholls, JP

Publisher Arthur Wright, FPS, DBA

Contents

Comment <input type="checkbox"/> Coupons	755
Analgesics: PAGB suggests safety packs are the answer	756
Second rise in premises fees in a year	756
Thirteen new Pharmaceutical Society Fellows	757
Guild and Department differ on Whitley Council's role	758
The Xrayser Column: Conference	759
Sunglass manufacturing and testing	760
Cold or comfort this Christmas?	762
CONTRACEPTIVES: Special section	771
EEC progress to mutual recognition of qualifications	775
NI Society's warning of "striking-off"	776
Labels should say "return unused medicine to chemist"	776
Kerfoot invest £150,000 in ampoule machine	778
Appointments 780	New Products 763
Coming Events 780	On TV Next Week 765
Company News 778	People 759
Deaths 759	Prescription Specialities 765
Letters 777	Trade News 766
Market News 780	Classified advertisements 781

Published Saturdays by Benn Brothers Ltd

25 New Street Square, London EC4A 3JA (01 353 3212)

Editorial and Advertisement Offices

25 New Street Square, London EC4A 3JA (01 353 3212)

Telex 27844

Regional Advertisement Offices

Midlands 240-244 Stratford Road, Shirley, Solihull, West Midlands B90 3AE 021 744 4427

North East Permanent House, The Headrow, Leeds LS1 8DF 0532 452841

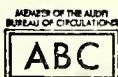
Scottish 74 Drymen Road, Bearsden, Glasgow 041 942 2315

North West 491 Chester Road, Old Trafford, Manchester M16 9HF 061 872 5151

West Country and South Wales 10 Badminton Road, Downend, Bristol BS16 6BQ 0272 564827

Subscription Department 125 High Street, Colliers Wood, London SW19 2JN. Telephone 01-542 8575

Subscription Home and Overseas £22 per annum
50p per copy (postage extra)



Benn Contents © Benn Brothers Ltd 1976. All rights reserved.
No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior permission of Benn Brothers Ltd.

Comment

Coupons

With the possibility that manufacturers will have issued as many as 2,500 million coupons this year, all retailers must welcome a move towards standardisation being made by the Sales Promotion Executive Association. Their proposed guidelines for coupon specifications would also eliminate many of the practices which may lead to loss of money for the retailer or sour relations with customers—or both.

The main proposals are as follows:

☐ Coupons should have minimum dimensions of $3\frac{1}{2} \times 1\frac{3}{4}$ in with a maximum of $7 \times 3\frac{1}{2}$ in (as coupons are normally held in cash tills the £1-note size, 6×3 in would be a good standard).

☐ All coupons, including on-pack, should be rectangular.

☐ The name of the product and the value of the coupon should be in copy at least $\frac{3}{8}$ in high.

☐ The coupon should state clearly and conspicuously the manufacturer's name and the redemption address.

☐ Coupons printed on-pack should have no closing date applied to them. (There is the possibility of a retailer offering for sale an out-dated pack which could be seen as an offence under the Trade Descriptions Act and cause consumer confusion.)

☐ Where coupon closing dates are applied—for example, Press, door-to-door—the dates should be conspicuously marked on the front face using copy "Valid until . . .".

☐ The word "coupon" should be clearly printed near the stated value.

☐ Coupons issued by manufacturers but personalised to store groups should have the name of the group stated in copy size equal to the brand name.

☐ It is not considered suitable to utilise coupons where they are likely to become soiled, stained or damaged by the product.

☐ All coupons should carry clear instructions to consumer and trade on use and redemption.

Among problems which might be overcome by the proposals are the worst faced by the National Pharmaceutical Union's Coupex coupon redemption service, including the specified-store coupon and closing-date being over-run by chemists who collect too few to make redemption worthwhile at frequent intervals.

However, it is the on-pack "flash" which is *not* a coupon that confuses many retail pharmacy assistants (in Coupex experience), suggesting that there should be clearer identification of the procedure the purchaser has to follow to obtain "money off" when a coupon is not involved. Difficulty has also been experienced with coupons printed on flimsy plastics—such as sanitary-towel wrappers—which are hard for the retailer to collect.

Coupex turnover in 1975 was double that in 1974, and there are indications that it will double again this year—which makes it all the more important that manufacturers should follow the new guidelines.

Analgesics: PAGB's new approach to MPs

The Proprietary Association of Great Britain last week wrote to all MPs saying that child-resistant containers, not a ban on self-service sale of analgesics, are the answer to accidental child poisonings.

"There is no relationship between the way in which an analgesic is sold in the shop and how it is subsequently used in the home," writes PAGB director Mr J. P. Wells, MPS. "If we want to increase the safety of analgesics in the home we must look to other methods, and it is this line that the Medicines Commission is now following." The Commission had not "changed its mind" but returned to its original views, expressed in 1973, that analgesics should be available in packs of 25 with no restriction on self-service. In the USA, where self-service sales were universal, introduction of child-resistant containers had reduced analgesic accidents by 40 per cent.

PAGB claims that the Pharmaceutical Society has put forward no evidence that the source of purchase of an analgesic has any bearing on its subsequent uses and adds that over half the hospital admissions of children suffering from poisoning are from drugs dispensed on prescription through a pharmacy. PAGB and the Health Education Council are sponsoring a public campaign on proper use of medicines.

The letter asks MPs to urge Mr Roland Moyle, Minister for Health, to accept the Commission's revised views and to refrain from taking steps that would seriously inconvenience the many people who need analgesics but cannot get to a pharmacy: "If the self-service restrictions in the

General Sale List proposals are allowed to stand they *will not* reduce determined abuse, nor will they help to re-establish neighbourhood pharmacies, which, even though they now sell 62 per cent of pain killers, are still closing at the rate of one per day. They *will cause* inconvenience and additional strain on doctors and the health service."

□ Mr John Fraser, Minister for Prices and Consumer Protection, gave the Pharmaceutical Society's representatives a "fair hearing" last week on the analgesics controversy, a spokesman for the Society said, adding that the Minister seemed impressed by the amount of consumer support for the profession's views. It is expected that Regulations will probably be laid in the House of Commons next March, following comments from all interested organisations. A debate is then likely if MPs pray against the Regulations.

President challenges the Medicines Commission

Mr J. P. Bannerman, Pharmaceutical Society's president, was expected on Thursday evening to demand an honest explanation from members of the Medicines Commission as to why they changed their minds about how analgesics should be sold.

As *C&D* went to press, the text of a speech to the Society's Huddersfield Branch was issued, in which Mr Bannerman accused the Commission of a complete *volte face* only three months after deciding that analgesics should not be sold by self-service. "Was it big business that succeeded in persuading the Medicines Commission to retreat? Were this true, what a damning indictment it would be of experts appointed to recommend measures to put the safety and health of all the people of this country first."

"Do you, Professor Butterfield [chairman], uphold the fundamental principle of the Medicines Act that medicines are different, that they should be treated with respect, or has the Commission changed its mind on that too?"

□ Mr Bannerman has been interviewed for a documentary on animal medicines to be screened by Tyne-Tees Television towards the end of the year. The Society has been campaigning for pharmacist supervision.

Premises fees to rise for a second time in a year

An Order laid before Parliament this week will again increase the registration of pharmacy premises and their subsequent retention fees in Great Britain from January 1, 1976.

The Order—the Medicines (Pharmacies)

(Applications for Registration and Fees) Amendment (No 2) Regulations 1976 (HM Stationery Office, SI No 1961, £0 10)—is the second such Order made this year. The first—published in May (*C&D*, May 15, p696)—doubled the registration and annual retention fees from £8 to £16 each, and the penalty for failure to pay the retention fee was also doubled to £10. The new Order will increase the registration and retention fees to £17.50 and the penalty to £11, the same as those to be charged in Northern Ireland next year (see also p776).

Doctors told how FPN 114 penalises pharmacists

A Norwich pharmacist, writing to the *British Medical Journal* last week, says pharmacists cannot be held responsible and penalised for doctors' bad prescription writing.

Mr Guy C. Robinson, MPS, complains that FPN 114 has resulted in about one million prescriptions a month being returned to pharmacists who are "incensed by this legislative bungling and rightly feel that they are being cheated and insulted".

"The only palatable revision of FPN 114 would entail shifting responsibility for omissions to prescribers, where it assuredly belongs. Doctors must be urged to write prescriptions properly, just as pharmacists must dispense them properly. Where occasional accidental omissions occur the pharmacist should be trusted to carry out the prescribers' intentions."

Mr Nicholson concludes, "The unworkable provisions of FPN 114 represent the most disgraceful and vicious imposition upon our profession in my 48 years in pharmacy. This monstrous concept of cheating pharmacists must be challenged."

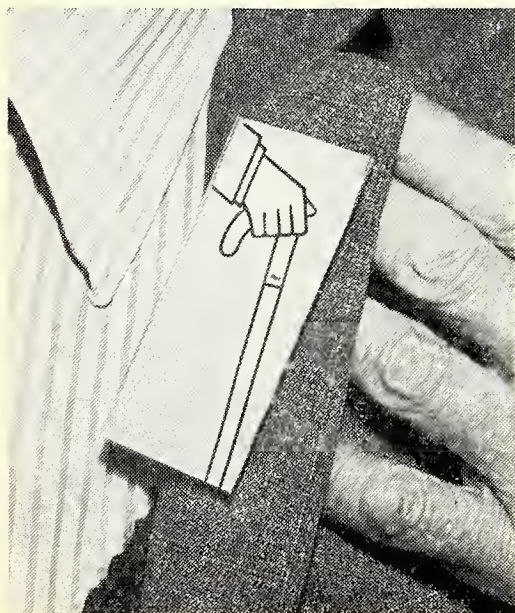
New rate increases 'the final straw'

The predicted average rise of 15 per cent in rates as a result of the Government's decision to reduce the rates support grant "will seem like the proverbial final straw to many retailers", according to Mr Richard Weir, director of the Retail Consortium.

Speaking to the Eastbourne Chamber of Commerce annual dinner last week, Mr Weir said: "The Retail Consortium strongly urges the case for more effective control over local authority spending in its evidence to the Layfield Committee, which recently published its report on local government finance. We emphasised that the rate of growth in local authority spending far exceeds the growth of the national economy as a whole; thus placing a burden of something between 1½ and 2p in the £1 on retail prices.

"It is also interesting to note that industrial and commercial interests now contribute more than half the total amount of rates paid, and yet have no say in how the money is spent. The Consortium proposes that representatives of local industry and traders be co-opted onto local authority finance committees in much the same way as school teachers are co-opted onto education committees."

This lapel badge, issued free by the Royal National Institute for the Blind, signifies that the wearer is a blind person—a useful aid in the forthcoming Christmas shopping rush



Thirteen new Fellows

Thirteen pharmacists have been designated new Fellows of the Pharmaceutical Society of Great Britain. They are:

Distinction in the practice of pharmacy

Rodger Baker, Hertford
Kenneth Alfred Hume, Stockport
Jack Owen Jones, Leicester
John Sneddon Russell, West Lothian
Arnold Louis Solomons, West Sussex

Distinction in the profession of pharmacy

Saradindu Datta, Bombay
Dengar Robinson Evans, Cardiff
David Godfrey, Cheshire
John Johnstone Fergus Merry, Hertford
George Teeling-Smith, London
Terence Dudley Turner, Cardiff
Kenneth Wibberley, Kent
David Wright Wylie, Surrey

TV advertising for chemists' gift token scheme

Sangers Services Ltd have booked advertising spots at peak television viewing times to promote their chemists gift tokens. They say that the "widespread support" for the scheme has encouraged them to buy time in all the commercial television regions of the UK.

The initial campaign will be launched Friday to Sunday, December 10-12, and an average of 12 spots has been booked in each region, sufficient to be seen in 11 million homes (an estimated 60 per cent of households in the country).

Sangers Services add that the consumer demand prompted by the national campaign is expected to produce a demand from chemists for additional stocks of gift cards and tokens. Telephone orders are being accepted on 01-640 7363.

□ Last month's Council meeting report C&D, November 13, p684) on the Sangers scheme has now been amended by the Pharmaceutical Society. In the Ethics Committee, "the view was expressed that that use of the word 'chemist' [in any sales promotion of the scheme] debased the restricted title", according to the original official report. To that should have been added, the Society now says, an indication "that the Council did not intend to take any action upon the matter."

BIME appeal for funds

Bath Institute of Medical Engineering Ltd has failed to obtain a grant from the Medical Research Council to research the influence of alcohol and drugs on driving ability and safety, using a driving test simulator, according to its latest report. The work was to have been undertaken in conjunction with the school of pharmacy and pharmacology, Bath University.

In an appeal for funds, the director of the Institute, Professor C. R. Tottle, men-

His Worship the Mayor and Mayoress of Hammersmith, Councillor Mr Leslie Hilliard and his wife, being shown around the Fulham factory of André Philippe on the occasion of the company's silver jubilee



tions several research topics which could not be undertaken for lack of support. Among them are a simple breathing mask for patients taking oxygen for over 15 hours per day, and a new concept for a female incontinence device.

Pharmaceutical pricing and market forces

The widely held view, that prices in the pharmaceutical industry are ineffectively regulated by market forces, is questioned in a book to be published next week.

In "Pricing new pharmaceutical products", (Croom Helm Ltd, 2 St John's Road, London SW11, £6), Mr W. Duncan Reekie, lecturer, University of Edinburgh Department of Business Studies, reports on a study he undertook to examine almost all the new chemical entities introduced on to the UK prescription market between 1962 and 1970. He reports that companies adopt a whole range of pricing policies for such innovations, but prices are, to a large extent, determined by the level of competition perceived to exist in the market place. That in turn depends upon the extent to which the innovation will provide a product—or characteristics—monopoly over existing products, but

it is also dependent on the predicted length of such a monopoly.

Although evidence is not provided that prescribers are price-sensitive, the data supports the view that companies believe them to be so. It is difficult to credit, Mr Reekie says, that drug firm managers are nearly unanimously wrong in that belief. The study holds very little to encourage sweeping allegations of monopolistic pricing behaviour" in the industry.

Wholesaler's OFT reference

Belfast chemists wholesalers H. Mitchell & Co have referred a dispute with Fisons group to the Office of Fair Trading.

Fisons have cut off the company's supplies of "ethicals" and certain OTC medicines but have not made public their reason for doing so. Mr Mitchell believes it is because he is suspected of offering discounts to chemists on price-maintained lines. In addition to the OFT reference he intends to take action at Fison's next annual meeting.

Fisons have declined to comment, but suggest that chemists have no problem in securing supplies from other wholesalers. However, that is challenged by Mr Mitchell, who points out that Belfast's troubles can create special difficulties.

Voluntary energy saving code for retailers

The Retail Consortium has co-operated with the Department of Energy to produce a voluntary code of practice for energy conservation in retail premises, in the light of the expiration this week of the Control Order made in January 1975.

The Consortium has circulated the code to its constituent members and urged retailers to make use of it in the national interest. However, it does not apply to any sign or notice indicating the location or opening hours of a registered pharmacists' premises, and it is not intended to apply to the general lighting of shop window displays or the illumination of any such sign, notice, or poster by lighting which is reasonably necessary for some other purpose. The code's recommendations are for retailers to:

- Reduce the consumption of electricity and other energy fuels in retail and ancillary premises to the extent possible within the efficient conduct of the business and statutory requirement.
- Limit window and other advertising lighting wherever possible as are commensurate with good retailing practice

and the needs of the trade and premises.

- Refrain from using window and other advertising lighting wherever possible during periods of bright sunlight.

- Generally, extinguish window and other advertising lighting outside those hours when shoppers or window shoppers would normally be active and in any case (except for special service or security considerations) to switch off during the hours of midnight and 8.30 the following morning. A retailer should therefore select one of the three following alternatives and adhere to it as far as possible: (a) in the case of an enclosed or self-contained shopping development, to confine lighting of window displays or facias, etc, to the hours in which the development is open to the public; (b) where shops front onto streets or pedestrian ways where window shoppers would normally be active outside of trading hours, window and other advertising lighting should be limited to a total of 12 hours, say noon to midnight; or (c) in all other cases, window and other advertising lighting should be confined to normal hours of business.

Guild and Department differ on Whitley Council's role

The Department of Health has taken the view that the Pharmaceutical Whitley Council should only negotiate on salaries and conditions of service for hospital pharmacists, and should not review the management and organisational structure in the service.

Last month's Council meeting of the Guild of Hospital Pharmacists section of the Association of Scientific, Technical and Managerial Staffs was given a report of the meeting between a delegation from Guild Council and Mr E. Deakin, Parliamentary Under-Secretary to the Minister of State for Health. At that meeting a long discussion had taken place as to whether the Whitley Council was able to negotiate not only the pay and conditions of service of hospital pharmacists, but also the responsibilities and relationships of one grade with another. It was the management side's view that any review concerning management and organisation should be carried out by the Department and that only salaries and conditions of service are negotiable within Whitley Councils.

Guild's arguments set out

Following the meeting a letter had been sent to Mr Deakin by Mr R. A. Bird, ASTMS national officer for health service matters, on behalf of Guild Council, setting out Council's proposals for the machinery whereby the Noel Hall/NHS review would be carried out. Also enclosed was a copy of the Guild's views on the structure of the hospital pharmaceutical services and an outline of the Guild's arguments for both pay and organisation matters to be negotiated within the Whitley Council. Council endorsed the action taken by the delegation and Mr Bird and agreed that a further meeting between the two sides should take place as soon as possible

when it was hoped that useful progress could be made.

Council noted with satisfaction that, as a result of the strong representation made by Guild Council and many other bodies to the South Western Regional Health Authority, it had now been agreed that the post of regional pharmaceutical officer to that authority was a necessary one and would be advertised. Agreement had also been reached concerning the post of area pharmaceutical officer to the Cumbria Area Health Authority, and it was expected that that post would also be advertised in the near future.

No reply had been received to date from the Lancashire Area Health Authority concerning the retention of the grade IV post vacated in July this year when Mr R. Field retired as area pharmacist. Council expressed concern at the lack of response from the authority and agreed that the divisional officer, Mr J. Mercer, would write again demanding a reply as soon as possible. It was agreed that members should be asked to notify Mr Mercer of any post which was either not being replaced or was being "frozen" when a vacancy occurred.

Agreement was reached on the questionnaire which would be used to obtain up-to-date information on the current position concerning standby and on-call arrangements throughout the country. District members were asked to forward the information obtained to Mr Mercer by the end of January.

Following a discussion on the document "Sharing Resources for Health in England" Council agreed that it could not see how equitable allocation of resources to all health authorities could be implemented reasonably without additional cash being provided for the Health Service.

Council considered the report presented by the subcommittee set up to consider

the publication of scientific papers and proceedings of scientific meetings within the Guild. A meeting had been held with a representative of a pharmaceutical company and a feasibility study was to be carried out regarding the size and number of publications which would be required each year. Council agreed that the subcommittee should pursue the matter.

The secretary of the education and science committee reported that a paper "The hospital pharmacist", based on material produced by Mr P. Fletcher of the Mersey Regional Health Authority, was to be made available to the British Pharmaceutical Students Association for distribution to students and that copies would also be sent to schools of pharmacy. Details of the current situation regarding the Guild's awards were given to Council and it was agreed that their future required a thorough examination.

The one day conference for 1977 will be held at Loughborough on May 14 when the guest speaker will be Professor Peter Parrish, Professor of Clinical Pharmacy, Cardiff; the final date for the receipt of papers will be April 1, 1977. It was noted with approval that the ASTMS national finance officer had agreed that the value of the Hooper Prize for the best paper should be increased to £50. The weekend school is to be held at the University of Kent, April 1-3.

'Disquiet' about insurance

A number of Guild members had expressed disquiet about the apparent vagueness of some of the exclusion clauses in the professional indemnity insurance negotiated for hospital pharmacists by the Pharmaceutical Society. It was agreed that since Council had recommended that Guild members take up the policy, the disquiet should be passed on to the Society.

Following a discussion on the resource implications of circulars issued by the Department, it was agreed that pharmacists had a responsibility to ensure that employing authorities were left in no doubt as to the options open to them from such circulars; it was hoped that this responsibility would be exercised in all cases. During a discussion on HN(76)175 on piped medical gases it was stated that the role of the principal pharmacist, quality control, should be interpreted as being a monitoring one with advice given on technical matters. It was agreed that the responsibility was at area level and that Guild Council should ask the regional pharmaceutical officers to agree to a joint approach being made to the Department.

Open medicine conference

The Open Medicine Trust is to hold a conference on "Medical education at the Open University" at Royal Society of Medicine, 1 Wimpole Street, London W1M 8AE, January 11, 1977 (fee £8.50 or £7.50 to OMT or RSM members). Following successful conferences in 1975, OMT deputations have met ministers at the Department of Health and Department of Education and Science, and are asking people to write to their MPs presenting the case for "open medicine". Details from Mr Ivor Shipley, MPS, founder-chairman, 3 Pickhurst Lane, Hayes, Bromley, Kent BR2 7JE.



Mr. H. T. Hoskins (left) receives a silver salver, as the winner of the 1976 MSD Award, from Mr G. W. Crane, (right), commercial affairs director, Merck Sharp & Dohme Ltd, in the presence of Mr C. Hetherington, president, Guild of Hospital Pharmacists. Mr Hoskins, DPhO, Canterbury, spoke on "Failure rates in hospital spray-cooled autoclaves"

People

Mr W. Mott, FPS, is to be awarded the Guild of Hospital Pharmacists' Evans Medal for 1977. Mr Mott, currently chairman of the staff side, Pharmaceutical Whitley Council, has been a member of the Guild's Council for over 20 years and during that time he has held almost every Guild office, including that of president. In addition, the Guild has elected **Mr P. Crees, FPS**, as an honorary member following his retirement earlier this year; he qualified in 1933 and joined the Guild in 1946—the same year as he entered hospital pharmacy.

Mr Fred Burnham, national accounts manager with Jeyes UK Ltd, has retired after 30 years' service. He joined Brobat Distributors Ltd in 1946 as a salesman and had become marketing manager at the time the company was sold to Jeyes. With the formation of Brobat-Kayford Co, he became a national account manager and continued to hold this position during the subsequent integration with Jeyes UK.

Dr Brian Bracegirdle has been appointed keeper of the Wellcome history of medicine collection which is to be housed in new galleries being built at the Science Museum. Dr Bracegirdle gained a history of medicine doctorate for work on the development of specimen preparation for histological and pathological microscopy, and is also highly qualified in scientific photography.

Mr I. McG. Boden, managing director, E. R. Squibb & Sons Ltd, is to succeed Sir John Richardson as chairman, Medico-Pharmaceutical Forum, from January 1, 1977. Mr Boden was president of the Association of the British Pharmaceutical Industry 1971-73. **Dr T. J. Thomson** has been elected vice-chairman, **Dr A. B. Wilson** treasurer and **Mr R. T. Hewitt** secretary.

Mr G. E. Tunnicliffe, deputy chairman of Marfleet Refining Co Ltd, has retired after 41 years' service. He joined the company as chief chemist in 1935 and became managing director in 1960, the position he held until October, 1975.

Three directors of Glaxo Holdings Ltd, have become fellows of the British Institute of Management. They are **F. C. B. Back**, **P. Girolami** (Financial) and **R. D. Smart** (Commercial).

Deaths

Arthur: On November 19, suddenly, Mr Thomas McIntyre Arthur, MPS, 18 Camus Avenue, Edinburgh. He leaves a wife and four daughters.

Hale: On November 18, after a long illness, Arthur Hale, the London and home counties representative for Zimmerman Hobbs Ltd. He joined Chas Zimmerman Ltd, as it then was in November 1928.

Topical reflections

BY XRAYSER

Conference

Representatives of Local Pharmaceutical Committees accepted the main proposals of the Pharmaceutical Services Negotiating Committee at their meeting last week, if a little reluctantly. There were objections from many of those present and attempts were made to overturn some of the decisions taken a year ago. Some of the proposals were not new. Mr P. M. W. Clarke proposed that the contract should be between the pharmacist in charge of the premises and the Family Practitioner Committee, on the grounds that people with shares in the multiples had a greater interest than the pharmacists they employed, and that such a change could only unite the profession. In reply, Mr J. Wright pointed out that to bring that about the 1946 NHS Act would require amendment and the likely complications would need careful study—objectively rather than emotionally, he added.

I should have thought the matter could be discussed without emotion today, for I first heard the proposal mooted before the Act finally came on to the statute book. It was very heavily opposed by corporate bodies, and my recollection is that the existing pattern was preferred by the Government of the day, though how far the proposal was pressed is difficult to say. There is a different set of circumstances today, for the number of company pharmacies has increased out of all knowledge, and we have pharmacists employed to run pharmacies which exist only as a vehicle for investment by unqualified proprietors. The pharmacist is not personally in direct relationship with the FPC and has no say in the contract between that body and the company which employs him.

It should be possible to examine the matter in a detached way. I find it difficult to regard full recognition of the qualification as a matter for emotion, and, in the report you publish, I did not detect any in the remarks of Mr Clarke. For the rest a good deal of time was spent in the rarefied atmosphere of higher mathematics.

Tetbury

I am sure that there must be a good deal of satisfaction over the outcome of the Tetbury discussions. It rather surprised me that it reached the point it did, when the plan for doctor dispensing did not have the support of all of the doctors concerned. The important thing is that agreement has been reached and, as Mr Norman Bell said, there may be an even better service than before. Pharmacy is able to supply the needs of the community, and I have no doubt will do so adequately. The field is now open for co-operation—the kind of joint effort which should be so much easier to achieve in a smallish place.

FPN 114

Pharmacists will be relieved that there has been a decision by the Prescription Pricing Authority to accept prescription endorsements for October and November and that the two-way traffic between pharmacist and the pricing office will be less heavy in consequence. The arrangement which caused so much trouble to all parties is to remain suspended until the whole subject has been re-examined. That seems to suggest that there is no insuperable obstacle to a return to the situation which obtained for many years.

It has seemed to me to be merely a matter of interpretation, and I fancy that could be put right with little difficulty. Today I dispensed a prescription for a well-established preparation which has now appeared in two strengths—that which has been used for some time, and a new one of half-strength. And p.c. used to mean "after meals".

Sunglass manufacture and testing

Retail pharmacists are expected to sell goods of high quality and in a sector where the quality difference between the top and bottom ends of the market is considerable, the tests carried out by the manufacturer may be an all important factor in deciding between brands. One such sector is sunglasses and Polaroid last week opened their international division's manufacturing and testing facilities for inspection by representatives of the European trade and technical Press.

Despite the numbers of sunglasses now sold throughout the world, manufacture is still something of a cottage industry—even for the big manufacturers. Much of the production is put out to contract and even a company such as Polaroid has to resort to what they freely admit seem "primitive" assembly methods. Injection moulding of plastic frames may be fully automated, but the many stages of colouring, polishing, fitting hinges, bridges, side arms etc, are very much hand-work, albeit using modern techniques (for example ultrasound to rivet hinges into the frame).

Source of designs

The bulk of sunglass manufacture is centred in the area of Morez and Oyonnax (in the French Jura mountains) and in Italy. Major sunglass producers secure designs from these centres (as well as producing their own) and either leave the manufacturer to produce the frames or undertake the work themselves—in Polaroid's case, partly at the European headquarters factory in Enschede, Holland.

But before manufacture begins—contract or otherwise—Polaroid thoroughly test pre-production runs of frames to ensure that the final product as it leaves the factory will be satisfactory in use the world over. And the extent of the testing may come as a surprise. First the frame is subjected to a check on its resistance to oxidation. For a sea climate, the test involves six hours contact with

5 per cent sodium chloride at 35°C. A tropical test involves three days at 120°F and 95 per cent RH (in which the frame is expected to show no indication of deformation) and in such a test the product is stored in its packaging material to ensure that any excess of plasticiser will not adversely affect the frame itself. For drier areas of the world, the effect of three days at 160°F (close to the melting point of the plastic) and 5 per cent RH is used.

Frame strength

The strength of the frame and its hinges is tested by stretching, while flexing the frame in all directions to breakage point ensures that the product is likely to withstand any consumer use. Surfaces are tested for resistance both to the "elements" and substances such as artificial perspiration, make-up, creams, etc, while gold-plated frames must not react at all to 60 per cent nitric acid. Surface materials are also tested for toxicity which might induce skin irritation.

Manufacturing accuracy is an important factor since lens retention within the frame is subject to a very fine tolerance. A metal ball dropped from a height of 127cm (a standard test) ensures both the fit and the shatterproof qualities of the lens.

Production line tests

Many of these tests are carried out on production line in addition to the pre-acceptance level. In particular, there are tests to ensure that lenses are in correct polarisation alignment, with a limit of $\pm 3^\circ$ in each lens. Again, any stress applied by the frame causes distortion in the lens which is readily identified as each pair of glasses is tested prior to being boxed. Add to these tests the many batch checks on, for example, conformation of colour with the production standard, curvature of ear pieces, and "twisting" of moulded frames, and the price differential between some brands begins to make sense.



Modern techniques such as ultra sound are used in manufacture (seen here) but each item has to be handled separately

Australian pharmacists win three-year fight over fees

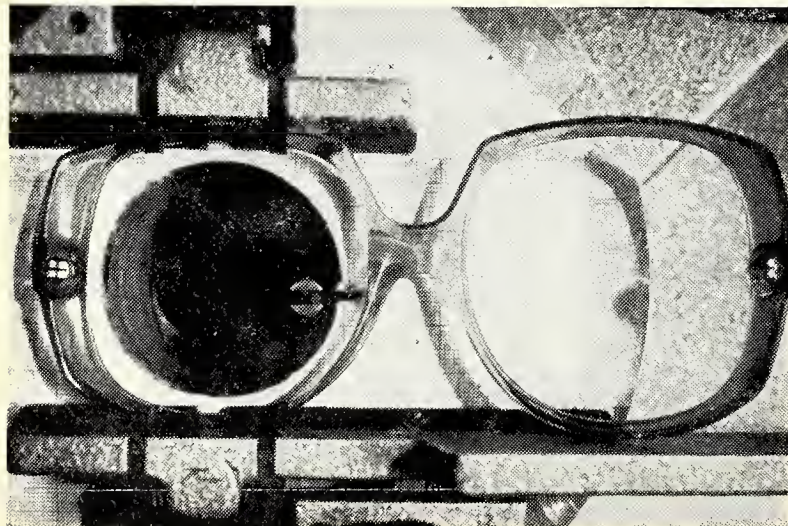
Australian pharmacists have finally won their three-year fight with the Government on the back payment of dispensing fees for National Health prescriptions. Some £9m is to be distributed to 5,000 chemists under the agreement between the Pharmacy Guild and the Government; an additional £0.30 is to be paid for all prescriptions dispensed after July 1, 1975, and an extra £0.25 for all prescriptions after January 1, 1977.

The pharmacists were awarded an increase in 1973 but the Government did not authorise the full amount and the pharmacists claimed they were owed more than £59m because of the shortfall. In May this year the Guild took out a High Court writ to force the present Government to honour the debt.

New analgesics warnings recommended in USA

A US governmental advisory panel studying non-prescription analgesics has recommended strong new warnings that could have a significant competitive impact on the £459m market, writes a correspondent. The recommendations give support to products containing five grains of aspirin alone.

The Food and Drug Administration's advisory group adopted five grains as the standard aspirin formulation. The recommended dose of two such tablets per four hours has the potential for restricting promotion of a number of products that claim to be "extra-strength pain-killers." Analgesics advertised for effectiveness against arthritis are opposed because it is maintained that the condition needs medical diagnosis. They are also opposed to products that claim to reach the bloodstream faster or claim they are gentler because of "buffered formulations"; more proof is needed to sustain either of these claims, the panel said.



A check that frames meet specification—a pointer follows the lens groove and traces the shape onto paper via a pantograph system so that it can be checked with the standard

NOW No.2 in conditioners



**10%
BRAND
SHARE***

Clairol Natural Balance conditioners

Now No.2 in conditioners
after only 8 months.

Are you getting your share of the profits?

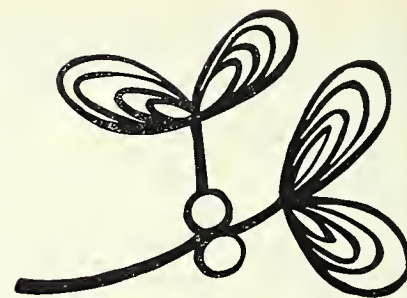
CLAIROL

World professionals in hair care.

Clairol and Natural Balance are trade marks. Authorised user: Clairol Division of Bristol-Myers Co. Ltd., S. Ruislip, Middx.

*Source: AGB; TCPI Unit Shares, Sept/Oct 1976

Cold or comfort in store this Christmas?



Although manufacturers are quietly confident of good sales this Christmas, albeit followed by a far greater seasonal drop than usual, chemist retailers are as yet unsure whether the public will be buying or dutifully tightening its belt. A report in *The Times* last week examined these growing fears about falling sales. In the newspaper's opinion the problem at the moment in many areas is the "patchiness" of trading experience. For some years government price restraint schemes have starved the retail trade generally of its profit peaks, and because the inflationary effects of the worst months of sterling devaluation have still to come through to the consumer, there will obviously be much government effort to clip price rises where possible, "if only as a matter of political exigency". And in the opinion of *The Times*' writers, "on previous form that means chill winds for the shopkeeper" this Christmas.

Mixed reactions

Reactions from chemists to this draughty forecast were mixed, however. In common with many other retailers, chemists contacted by *C&D* fear the administrative upheaval of a change in VAT rates in the middle of the Christmas period and hope that the Chancellor will heed the appeal made by the Retail Consortium to postpone the changes until January.

In the opinion of one London independent pharmacist, however, it is not the prospect of a specific happening—such as the threatened VAT changes—but the general attempt to dampen down the public's merriment and potential enjoyment of the season of goodwill and to reduce their spending. In his view this feeling of despondency is brought about every year either by "the miners going on strike or the electricity being cut off; there is always some body of people who try to exploit Christmas to the detriment of people like myself."

The immediate post-Christmas period looks equally gloomy to this independent—his rent has gone up by 500 per cent in eight months and between the attempts to reduce consumer spending and the cuts in government expenditure, he can see no possibility of recouping the increase.

Boots Co., on the other hand, while agreeing that what happens in 1977 is "anybody's guess", feel they might have a good Christmas. Because the buying spree has started earlier than last year there should be less of an off-putting crush in their stores in the final run-up to the holiday. This year, despite the economic gloom, people are spending money—and are doing so now. Boots also report evidence that more utilitarian gifts are being bought—electric blankets because to heat a bed is cheaper than to heat a room, and

hairdriers because it is cheaper to wash and style hair at home than to have it done professionally.

In contrast, Yardley feel that this will be a better year than last for the cosmetics industry. Faced with the prospect of Britain "going bust" and saving becoming pointless, consumers will either be too scared to buy any presents at all or they will throw caution to the wind and spend anyway—and they will be after gifts which offer the gratification of immediate wants, so that confectionery, liquor, cigarettes and perfumery will do well. The echoes of the doom and gloom warnings ringing in their ears however, will probably mean that they will buy gifts "of affection but small notional value"—and where better to go for these than the local chemist?

Max Factor find themselves very much in accord with these views. They feel that because cosmetics prices have not risen quite so steeply as some other gift items, people will be buying gift sets as presents.

Max Factor feel that an important point is that more people tend to be buying their Christmas presents locally rather than pay exorbitant fares and face big city crowds; even more importantly, they are buying these cosmetic gift sets for mums, aunties and sweethearts from the local chemist. Things are of course still going well in tourist-flooded London and in various south coast towns which have been besieged by swarms of overseas visitors seeking goods made cheap by the "devaluation" of sterling.

Not a boom, but . . .

In general, therefore, Max Factor tend to agree with earlier articles in *The Times* and other newspapers which carried titles like, "The tills are ringing . . ." And Goya International agree with them. While they accept that this won't be a boom Christmas they are hoping that it will be a successful one. A spokesman pointed out to *C&D* that Britain has had this sort of pre-Christmas scare before and they agree with Yardley that people will want to celebrate anyway.

The company feels that chemists have been "pretty wise" this year. They have been more selective and have not been overbuying, an attitude very much in keeping with current economic conditions. They are successful in the "last minute gift" market because they offer the sort of value-for-money products which money-conscious people tend to buy. So just in case the chemist is caught unawares by a sudden boom Goya have prepared a very good stock back-up service.

Houbigant are also quite optimistic: they report that up to the end of October they experienced a real volume increase of 17 per cent and add that their November sales have been satisfactory. In general

they are doing better than last year and have successfully completed their move to new premises where production has been rapidly expanded. Having worked flat out for Christmas they are now receiving repeat orders and expect sales to be at a record level next year.

One company whose November sales have been more than satisfactory (to their own surprise) is Shulton. Shipments to the trade have been later than ever before, a factor they attribute to retailers no longer wishing to take early delivery of Christmas stock and so tying up expensive capital. The result is Shulton's best November in at least eight years.

If the industry is pleasantly surprised, the retailers are more concerned to turn their investment back into cash. A Manchester independent pharmacist told *C&D* that all he wants for Christmas is: "to sell out what little I've ordered". In keeping with what he judges to be the public's mood he has purchased only two-thirds of the amount ordered last year, so that although he feels he can hope only to do the same volume of business as last year, he won't be left with so much over. Unlike the manufacturers he sees more hope in single perfume purchases rather than the gift sets—especially since he is experiencing so much competition from cut-price toiletry outlets which, he says, even seem to have franchise stock.



Mr E. Richmond, manager of Savory and Moore, Walton-on-Thames (left), receives a Dunhill Topper dinghy from Mr H. Briscoe, sales director, Napcolour Ltd (centre), following the company's summer promotion. The photograph was taken a few days before Mr Richmond retired from the company and includes Mr G. Green, S&M marketing director

New products

Over-the-counter medicinals

Parker's cough linctus

Parke-Davis are to introduce Parker's cough linctus (125ml, £0.49), a chemist-only product, on December 6. Honey and lemon flavoured, each 5ml contains diphenhydramine hydrochloride 14mg, pseudoephedrine hydrochloride 10mg, sodium citrate 57mg and menthol 1.1mg. Advertising is appearing in the following magazines between January-March 1977: *TV Times*, *Mother*, *Woman's Journal*, *Woman*, *Living*, *Family Circle*, *Woman's Weekly*, *Woman's Realm*, *Readers Digest*, *Annabel*, *Woman and Home*, *My Weekly* and *People's Friend*. A test campaign will be televised in the Harlech, Westward and Anglia areas in January and February, and launch discounts are available until February 25, 1977 (Parke, Davis & Co, Usk Road, Pontypool, Gwent NP4 8YH).

Oral hygiene

Toothguard 41

Toothguard 41, described as of 41 multi-tufted round head, straight handle, design with .008 filament made of 612 nylon, is a new toothbrush available to chemists only. All dental schools have been supplied with the brush and many are said to recommend it as a universal toothbrush for adults and children. This support is aided by introductory offers to pharmacists and since the brush will not be available from non-professional sources it is anticipated that a slice of the lost toothbrush market by the chemist will be regained, says the manufacturer (Prevent Ltd, 6 Queensway House, Hatfield, Herts).

Electrical

Remington steam curling tong

The Lady Remington CW2 steam curling tong has been introduced by Sperry Remington, whose advertising manager, Kenneth Hearn said: "It is bang up to date with every feature a curling tong needs to become a winner in this competitive market". Special features include a red spot indicator light which shows when the ideal curling temperature has been reached; a press button steam spray, a positive temperature coefficient element which keeps the curling tong at a constant temperature and a mains "on" indicator. It is multi-voltage and can operate on any 110-240v AC supply without the need for voltage adjustment. The CW2 (£11.95) is presented in the Remington silver packaging which serves a dual purpose because it has been developed as a "pilfer-preventer", the cord is concealed in a special compartment so that it is difficult for the would-be shoplifter to steal the curling tong without stealing the whole pack (Sperry Remington Consumer Products, Apex Tower, Malden Road, New Malden, Surrey KT3 4DL).

Pet foods

Turkey Kattomeat

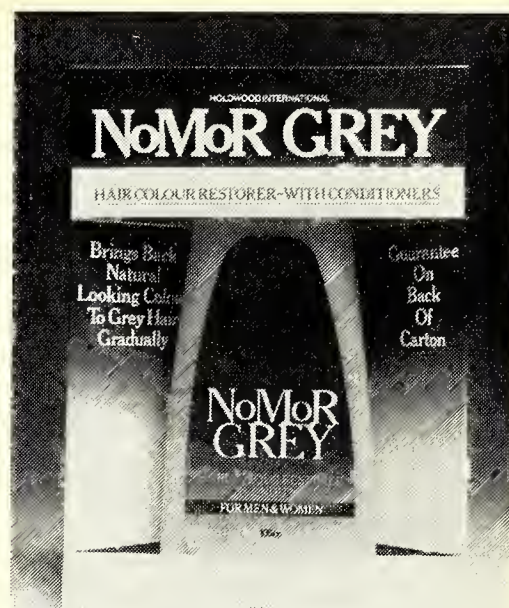
A turkey variety is added to the Prime Kattomeat range. Full point of sale material has been designed to support the launch which is being supplemented by a national Press campaign offering 17,000,000 special 5p off coupons.

Turkey Kattomeat replaces the heart variety which is being discontinued (Spillers Foods Ltd, Old Change House, Cannon Street, London EC4M 6XB).

Cosmetics and toiletries

Nomor Grey launched

Nomor Grey hair colour restorer has been launched by Holdwood International (Cosmetics). Selling points are that the lotion keeps the ingredients in suspension, it is said that it takes over eight months for any "settling down" to occur, it works on both men and women's hair, it contains conditioning elements such as lanolin and sulphur, the user can swim, shower or shampoo without affecting the hair colour,



Continued on p765

You've got a full stock of all your prescription needs just around the corner.

You can't stock everything.
But we're never more than a few
hours away, with a really fast, really
comprehensive pharmaceutical
delivery service. Tell us what you need
and when you need it. We'll be there.



Barclays

BARCLAYS, PO Box 97, 19c Orgreave Close, Sheffield S13 9NT

Ever since the manufacture of the first insulin preparation in 1923, we have been concerned with producing insulins of the highest quality. Today we supply a wide range of insulins with a service to accompany them—a service that includes booklets and cards for patients, and note pads and wall charts for you. If you have any queries, our representative is on hand to provide quick, on-the-spot help and advice. If you would like to know more about the Wellcome* Insulins Service, please fill in the coupon and post it to us.

**Specify Wellcome Insulins
for the product—and the service.**

**Wellcome**

Full information is available on request.
Wellcome Medical Division
The Wellcome Foundation Ltd.
Berkhamsted, Herts

*Trade Mark

I would like to receive further details of the Wellcome Insulins Service. Please arrange for your representative to visit me.

Name _____

Address of Retail Pharmacy _____

Best time for visit _____



Wellcome Insulins Service

New products

Continued from p763

There is a money back guarantee if the consumer is not satisfied and it is inexpensive (£0.89). Nomor Grey will be advertised in the national Press from February 1977 (Holdwood International (Cosmetics) Ltd, 54 Cheapside, Luton, Beds).

Novara soap

Novara Oil of Youth soap (75g, £0.16; 150g, £0.27) is being introduced to complement the Novara skin care range (LR/Sanitas, Sanitas House, Stockwell Green, London).

on TV next week

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Islands

Anadin: All except E

Aspro Clear: All areas

Aquafresh: All except G, E, CI

Beecham Powders: All except WW, So, We, E, CI

Beecham Powders + Hot Lemon: All except WW, So, We, E, CI

Bic razors: All except E

Black Label: All except E

Blue Stratos: All areas

Braun: All except E

Cachet: All except Ln, So, U, E, CI

Censored: All except E

Chique: All except E

Complan: All except M, Lc

Contac 400: All areas

Crest: All except So, G, E

Denim: All areas

Disprin: A

Earth Born shampoo: Lc

Flair: All except E

Hai Karate: All except E

Herbal Sensation: WW

Imperial Leather foam: All except E

Kodak camera outfits: All except E

Laughter: All except E

Macleans: Y, NE

Mac lozenges: M, Lc, Y, So, NE

Milgard: M

Milton crystals: U

Night Nurse: All except E

Oil of Ulay: All areas

Old Spice: All areas

Philishave: All areas

Phillips Ladyshave: Ln, M, So, SW

Polaroid colour swinger: All areas

Ronson: All areas

Sangers chemist gift tokens: All except E

Sequana: Lc

Signal: All areas

Stowaway: All except U, E

Tabac: All except U, E

Three Wishes foam bath: Lc, Y, WW, NE

Yardley colour cosmetics: All except E

Venos: All except E

Vu: Ln, M, Sc, NE, G

Zendiq: All areas

Prescription specialities

GLUCAGON NOVO injection

Distributor Farillon Ltd, Selinas Lane, Dagenham, Essex

Description Vials containing glucagon hydrochloride and lactose plus diluent to prepare 0.1 per cent solution

Indications Treatment of diabetic hypoglycaemia

Contraindications Phaeochromocytoma

Dosage 1mg subcutaneously, intravenously or intramuscularly. On regaining consciousness the patient should be given food rich in carbohydrates; if consciousness does not return within 10 minutes a further 1mg should be given

Side effects Slight nausea after high dosage


Storage At room temperature. Shelf life two years in dry state

Packs 1mg vial with sterile disposable syringe containing water for injection (£1.57 trade); 10mg plus 10ml diluent (£14)

Issued December 1976

Norval brand name

Bencard, Great West Road, Brentford, Middlesex TW8 9BE, say that following the interest generated by the introduction of their new antidepressant, Norval, they have received inquiries from pharmacists about a laxative product previously marketed under the same name by Horlicks Ltd. To clarify the situation, Bencard point out that the Horlicks product was introduced in 1964 and discontinued in 1969 because of low demand, pharmacists being advised accordingly. The inquiries were prompted by the existence of out-of-date reference material relating to this product and it is recommended that any such literature should be destroyed.

SURNAME Mr./Mrs./Miss _____		Age if under 12 years yrs. mths.		Initials and one full forename _____	
Address _____					
Pharmacy Stamp					
Pharmacist's pack & quantity endorsement		No. of days treatment NB Ensure dose is stated		NP	
<div style="text-align: center;"> <h1>Generics. Galenicals. Packed goods. The <u>full</u> range is at Barclays.</h1> </div>					
Signature of Doctor				Date	
For pharmacist No. of Prescns. on form		<div style="text-align: center;">  <h2>Barclays</h2> <p>BARCLAYS, PO Box 97, 19c Orgreave Close, Sheffield S13 9NT</p> </div>			
<input type="checkbox"/>		form FP10 (Rev. 76)			

Trade News

Polaroid sunglasses on posters

Polaroid have decided to change the direction of their sunglass advertising in 1977. The company is convinced that they have reached a maximum useful awareness of 90 per cent of adults by television advertising, and feels that it is important for consumers to see the advertisements in colour—at present almost half the television sets in the country are black and white. For those reasons, among others, Polaroid have decided to spend more money in 1977 on a national poster campaign than they spent on television advertising in 1976.

Don Snape, Polaroid's sunglass marketing manager, says of the decision: "We will be advertising to the consumer closer to the point of sale than ever before—an important and beneficial aid to the Polaroid stockist."

The company estimates that the poster advertising, which will range from the 70-sheet 27ft x 10ft "supersite" displays down to the 4-sheet style for bus shelters and pedestrian precincts, will reach 81 per cent of the total UK population and over 90 per cent of adults in towns. The campaign will start in mid-April and end in mid-July, by which time it is estimated that the consumer will have seen the poster almost 150 times, affording over ten times more opportunities to see the Polaroid sunglass advertising message than in 1976.

Polaroid claim to have been responsible for the growth of the sunglass market since 1965 and have been the brand leader ever since, selling (according to independent research) more than twice as many sunglasses as any competitor in the UK. They believe the change of advertising policy, increasing as it does the frequency that their advertisements are seen and extending the period in which they are seen, will ensure the continuation of their leadership in the market.

□ Closing date for the "Earlybird" packs of Polaroid sunglasses which offer free sunglasses up to the value of £71.85, is December 31. (C&D, October 23, p552).

Intal Spincaps packaging

An Intal Spincaps Servac pack of 30 (12, £30.61 trade) replaces the existing 30s pack from Fisons Ltd pharmaceutical division, 12 Derby Road, Loughborough, Leics LE11 0BB.

Pfizer parcel discount terms

Pfizer Ltd, Sandwich, Kent CT13 9NJ, have withdrawn the parcel discount terms they have been permitting their wholesalers to give to retail pharmacists. In place of these terms, wholesalers are allowed to give, if they so wish, a 5 per cent discount on parcels of Pfizer "ethical" pharmaceutical products of £50 or more

Artist's impression of the impact in the high street of Polaroid's sunglass poster



in value. This parcel discount only applies to retail pharmacists and no other discount, dividend or gift scheme is permissible.

Day-long competition

Day-long deodorant is being further promoted by Reckitt Toiletry Products, Reckitt House, Stoneferry Road, Hull HU8 8DD, with a film competition featured in the December issue of *Film Review*. Backing the double-page spread is a 40 second film to be shown in approximately 280 cinemas, and full colour posters and display material in all cinema foyers.

Prizes include eight gold-plated Rotary watches and consolation prizes of six-months' supply of Day-long. Product manager, Roger Munby explained, "The young cinema-going public are just the people to appreciate Day-long's qualities".

Shloer sales up

Orders for Shloer apple and grape drinks, from Beecham Foods, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD, have shown an increase of 44 per cent over last year's figures. The company are aiming for the Christmas market with advertising throughout the festive season including appearances in more national Sunday papers than ever before. The message will be that you can drink and drive if you drink Shloer.

Re-packaged thermometers

Clinical thermometers from S. Brannan & Sons Ltd, Cleator Moor, Cumbria CA25 5QE, are now being individually display carded so that pharmacies can hang or stand them easily in the most suitable position to attract sales. They are offered in three scales, white cases denote Fahrenheit; red cases Celsius; and blue cases dual scales.



Trufood baby milk to be discontinued

Cow & Gate Babyfoods Ltd, Trowbridge, Wilts BA14 8HZ, are phasing out Trufood baby milk over the next two months and concentrating resources on the manufacture of the modified baby milks: Premium babyfood, V formula and baby milk plus. The company says that after the withdrawal date every effort will be made to continue supplying those mothers whose babies are already established on Trufood baby milk and asks to be contacted if there is any difficulty in obtaining supplies.

Dietary approach to disease

A 32-page booklet "Some dietary approaches to disease management", is available from Cantassium Co, 225 Putney Bridge Road, London SW15 (£1.00 post free). The booklet was written originally as a guide for doctors interested in dietetics. Part I describes the evolution of man's diet and part II considers various diseases which may have dietary factors involved in their aetiology, such as arterial disease, arthritis, diverticulosis, migraine, multiple sclerosis, renal disease and schizophrenia.

Blue Guard marches on

After its successful launch in the north of England last June, Blue Guard, the flush colourant from Airwick (UK) Ltd, Brook House, Church Street, Wilmslow, Cheshire SK9 1AT, is being made fully available nationally. Television support in the South and Midlands is planned in early 1977.

Airwick took the opportunity of the first ever Gardening Leisure Exhibition at the National Exhibition Centre to announce that five separate television commercials will be running between March and May next year featuring the Gesal range of garden chemicals. There will also be a full campaign in the gardening Press and a wide range of display material available.

Bonus offers

Fennings Pharmaceuticals, 86 Hurst Road, Horsham, West Sussex RH12 2DT. Fennings Little Healers 14 as 12 on minimum 24. Until December 24.

Wellcome Foundation Ltd, Temple Hill, Dartford, Kent DA1 5AH. Actifed compound linctus 100ml, Emprazol 12 x 12. December 6 until end of February, 1977, through representatives.

When they're smiling...

....mum's smiling too.

When children are teething they don't tend to smile much. Nor do they sleep well. Which means that mum doesn't either.

The ideal treatment for painful infant teething is Bonjela.

Bonjela contains Choline Salicylate a powerful, fast acting analgesic to soothe away pain. It also contains Cetalkonium Chloride, a wide spectrum antiseptic. As well as reducing any secondary infection, Cetalkonium Chloride lowers surface tension allowing the analgesic quicker access to the painful mucosa.

In most cases Bonjela soothes away pain in 1-3 minutes and the relief lasts for up to 3 hours.



That's why we call it
**The
3-minute
smile**

Further information is available from: Lloyds Pharmaceuticals Ltd.
A member of Reckitt & Colman Pharmaceutical Division, Hull.
Preparations containing aspirin should not be given to babies during treatment with Bonjela.



**Now! Special bonus
from wholesalers**

Benylin

Expectorant

Stock up for winter

Discuss now the stocks you'll need this winter.

Benylin* Expectorant, Benylin Paediatric and Cosylan*:

125 ml. O.T.C. packs.

Alternatively, contact your Parke-Davis representative or ring direct to Sales Order Control, Pontypool.

PARKE-DAVIS

market leaders in cough treatment

Parke-Davis & Company (Inc. U.S.A., Liability Ltd.), Pontypool, Gwent NP4 8YH. Telephone: Pontypool 2468. *Trade mark
Full information (including data sheet) available on request. 6092-U.K.

Trade News

Continued from p766

Over half stock losses 'due to staff thefts'

A security budget of 0.1 to 0.5 per cent of turnover is a realistic assessment, according to Mr K. Bath, marketing manager, retail security services for Group 4, Total Security Ltd.

That was part of the data on stock losses released recently to coincide with the imminent peak trading period. The company estimate that £500m per year is lost by retailers alone of which staff dishonesty accounts for 60 per cent, customer dishonesty 30 per cent and staff error (not necessarily accidental) 10 per cent. Using computer analysis Group 4 have shown:

- 71.4 per cent of arrests for theft of drugs, cosmetics and toiletries etc, (as a group) are for an amount less than £1.
- From a total of 1,583 arrests 112 were for theft of drugs etc.
- The ratio of females to males arrested for theft of drugs etc, was approximately two to one.

Arrests for drugs etc by age group:

Years	%	Years	%
0-14	7.1	41-50	7.1
15-20	18.8	51-60	14.3
21-30	19.6	61-70	15.2
31-40	8.9	over 70	8.9

Mr P. H. Jones, chairman of the retail region, Industrial Police and Security Association, blames stock losses directly on management which, he said, must accept security as one of its integral functions. However, since managers are rarely trained in security, they would need the advice of specialists. Mr Jones listed four main areas of loss: theft by customers, theft by staff, documentary and clerical errors and omissions, and burglary. The latter, although of high value, is the least frequent and is often the result of management complacency. Staff dishonesty can be reduced greatly by efficient training systems and vigilance. Checks on systems must be seen and known to be made making detection of a thief highly probable, not simply possible.

Performance of pharmacy groups

The financial position of 118 privately owned limited companies—many of them smaller retail pharmacy groups—is revealed in a review of the financial performance of some 206 chemist wholesaling and multiple retailers just published by Jordan Dataquest. The private-company information is not usually published but, as with the details on larger public companies, may be obtained by examination of the files at Companies House.

The review quotes the latest balance sheet in the file to provide (where available) turnover, exports, profit before tax, UK employees, wages and salaries, current assets, current liabilities, bank and short term loans, and fixed assets. Chief executive and registered office are also recorded.

Dataquest concludes that the trade's

financial performance is very respectable—only seventeen out of the 206 companies reviewed were loss-making though there was evidence of a year-on-year decline in real profits. Amongst companies given special mention, Underwoods (Cash Chemists) Ltd, are spotlighted for exceptionally good profit margins (8.2 per cent). Many of the larger companies quoted would, however, generally be regarded as "manufacturers" rather than engaged in wholesaling or retailing.

The survey is available from the publishers, Jordan Dataquest, Jordan House, 47 Brunswick Place, London N1 6EE, price £28 post paid.

Sources of chemicals

The Autumn 1976 edition of "Where to buy chemicals and chemical plant", an index of sources of supply of general and fine chemicals, metals, oils, plastics, chemical plant, apparatus and services to the trade, has been published by "Where to Buy" Ltd, Queensway House, 2 Queensway, Redhill, Surrey RH1 1QS.

Staff employment booklet

"Employing staff" is the latest booklet available free from the Department of Industry's Small Firms Division, Abell House, John Islip Street, London SW1P 4LN. Topics the booklet covers include recruitment and selection, induction and training, payment systems, termination of employment and the legal requirements affecting employment.

Marketing organisation

A new organisation in the sphere of promotional marketing has been formed recently. The Association of Auxiliary Field Promotion Organisers, 6 Bolton Road, London W4, aims to promote confidence amongst manufacturers, other users and field staff; to raise standards through education and training; and to provide an up to date information service on the industry to both existing and new users. The chairman is Mr Richard Morris Adams of Counter Products Marketing, and the secretary is Mr Chris Williams from Ulysses Group.

Phone us. We'll be there.

Leslie, Fife
0592 743255

South Shields
08-943 2473

Darlington
0325 61491

York
0904 27451

Horsforth, Leeds
0532 589311

Blackpool
0253-23961

Grimsby
0472 58111

Liverpool
051-922 2732

Bolton
0204 73441

Barnsley
0226-6055

Queensferry, Clwyd
0244-81 2880

Eckington, Sheffield
024-683 2897

Port Dinorwic, Gwynedd
0248 75401

Stoke-on-Trent
0782 658541

Nottingham
0602 862581

Wednesbury
021-556 4471

Leicester
0533 881359

Birmingham
021-472 7177

Coventry
0203 465251

Swansea
0792 34831

Newport, Gwent
0633 57569

Cardiff
0222 564841

Northampton
0604 31616

Edmonton, London N16
01-803 4801

Porchester, Hants
07018 81124

Croydon
01-688 5116

Brighton
0273 62251

Barclays

BARCLAYS, PO Box 97, 19c Orgreave Close, Sheffield S13 9NT



The U.K. best-seller. Packs of 3 or 12.



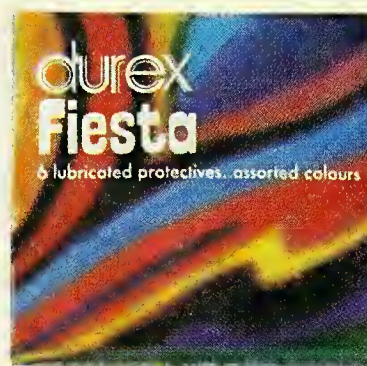
The shaped protective. Packs of 3 or 12.



The lightweight protective.
Packs of 3 or 12.



Elegant black in packs of 3.



Six assorted Fun colours.

It's time we were seen and not heard.

If you hide your stocks of Durex under the counter, your customers won't know about the smart, new packaging. Unless, of course, they hear about it from their friends.

Gossamer, Nu-Form and Fetherlite have all been given bright, modern packs to bring them more in line with the elegant and modern Black Shadow and Fiesta.

Durex has the largest and most popular range of protectives. And

now that we are showing the colours, we hope that you will too.

So don't hide us away. After all, some people don't like to ask.

Put us on show and watch your sales grow.



durex[®]

**The safe way to protect
your contraceptive business.**

CONTRACEPTIVES

A new concept in the delivery of drugs

The research efforts of Alza Corp, Palo Alto, California, have been focussed for several years on special drug delivery systems. The outcome is a new technology and new methods of delivering active substances. In the UK the first of these are to be offered in 1977 by May & Baker Ltd who describe below the Progestasert system.

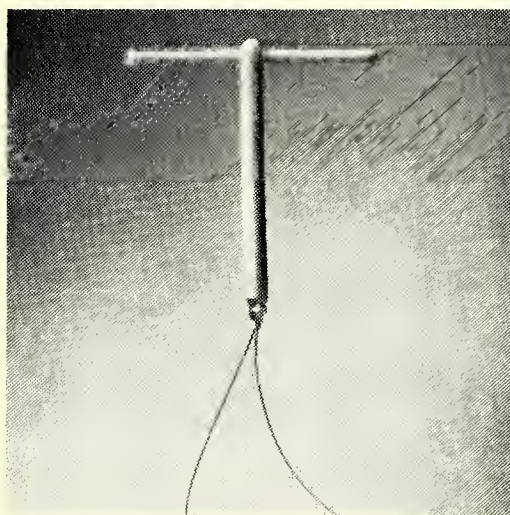
The Ocusert pilocarpine therapeutic system for glaucoma and Progestasert progesterone uterine therapeutic system for birth control are already available in the USA and a number of other countries. The enthusiasm with which the Progestasert system has been received is reflected in Alza's fiscal year-end figures to June 30, 1976. Marketing began in the US in March and by June 30 net sales totalled \$2.4m with about \$2.7m in unfilled orders. The product has also been launched in Canada and West Germany and capacity for production has been increased more recently. But just what is a therapeutic system?

A therapeutic system is different from conventional dosage forms in that, unlike tablets or capsules, it is not specified by how much active substance it contains but by the rate at which it delivers a drug and the duration for which it does so. These new therapeutic systems will be the first pharmaceutical products to carry label specifications of drug delivery rate and duration. The systems are designed to minimise the patient's intervention and to optimise compliance with treatment.

Steady dose

The modern pharmaceutical industry has put most of its research into the search for new substances but relatively little effort into dosage form technology. Conventional dosage forms usually provide irregular amounts over time, invariably with the highest release shortly after administration and thence decline until the next dose. This results in undesirable peaks and troughs in drug effect. The therapeutic system overcomes this problem by delivering the active agent locally at a steady (zero order type) delivery rate via a membrane.

With the Progestasert system there are no "pills" to forget, no peaks and troughs and only a low local dose of the naturally occurring hormone progesterone. The hormone is released in a regular controlled fashion through a polymeric membrane at a continuous rate of 65 micrograms daily for at least one year. Although its major use is as a contraceptive, it is also indicated for the reduction of menorrhagia and the alleviation of dysmenorrhoea. The Progestasert system is the first intra-uterine hormonal contraceptive and the first to use a natural hormone. Local progesterone delivery to the uterus avoids the systemic effects of synthetic steroids which are currently causing concern with oral contraceptives. As progesterone is metabolised into inactive compounds, a synthetic progestational agent is used in the "pill".



Progesterone is normally secreted by the ovaries in amounts fluctuating between 5 and 25mg per day depending on the time of the cycle. During early pregnancy, the placenta secretes even higher levels. In contrast the Progestasert system delivers only 65mcg per day and the total quantity in the system is only equivalent to several days of normal ovarian secretion.

Over the full year of use approximately 24mg progesterone are released from the system to the uterine cavity. By comparison, the mature corpus luteum secretes approximately 25mg of progesterone each day into the systemic circulation. During the first few days *in utero* the release rate of the system may exceed 65mcg per day but during the remainder of the year release is 65 ± 10 mcg.

The effects of Progestasert are restricted to the tissues immediately surrounding the system, i.e. uterine milieu, endometrium and cervix. The endometrial histology of women wearing it varies from secretory endometrium, through intermediate stages of progesterone effects, to a suppressed state in which the small glands are depleted of secretions and lined with small, cuboidal, eosinophilic epithelia. Following removal of the system, the endometrium returns to normal.

Normal function

Because progesterone is administered in low doses directly to the uterine lumen and because the endometrium can metabolise progesterone, systemic effects characteristic of other steroidal contraceptives have not been observed. Peripheral venous blood samples studied during the proliferative and secretory phases of the human menstrual cycle have demonstrated continuation of normal pituitary-ovarian func-

tion and an unaltered length of the ovarian cycle in women wearing Progestasert.

Localisation of hormonal action to the uterus is further substantiated by the observation that, when patients are switched from oral contraceptives to Progestasert, previously elevated serum cholesterol and depressed serum phosphorus levels return to values characteristic of those found in women not taking oral contraceptives. No changes in Papanicolaou smears, blood counts, or liver, kidney or thyroid function have been observed as a result, so its mechanism of action must be associated with either the endometrium or uterine milieu.

The Progestasert system is a flexible, T-shaped, unit. The T measures 32mm across the arms and 36mm along the vertical stem which contains 38mg of progesterone with barium sulphate to render it radiopaque. A portion of the progesterone remains in the unit acting as the thermodynamic diffusional energy source to release the drug. The contents are dispersed in medical grade silicone oil. The core is surrounded by an ethylene/vinyl acetate (EVA) copolymer membrane which controls the diffusion of progesterone. The cross arm of the T is solid EVA copolymer. Two nylon monofilament threads extend from the base of the T. One thread extends 9cm from the top or leading end of the system and is used to ascertain correct placement at insertion. The second longer thread extends the length of the inserter where it is anchored by a plug and retains the system in the inserter. This thread is cut to length after insertion. The system is sterile packed within its inserter.

The inserter is a single malleable curved tube designed to conform to the anatomical configuration of most cervical uterine cavities. Once inserted the Progestasert system operates without further attention for a full year.

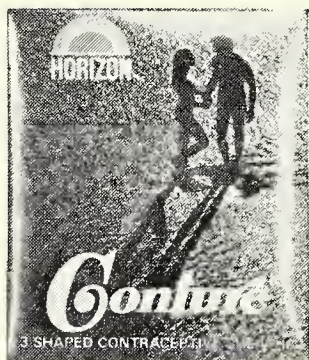
Efficacies

The following are failure rates per 100 woman-years for different methods of contraception, compiled by Professor Martin Vessey, Sir Richard Doll and co-workers, Oxford University, and published in the October *Journal of Biosocial Sciences*: Oestrogen-progestogen contraceptives containing 50mcg oestrogen 0.14, under 50mcg oestrogen 0.44, progestogen only 3; diaphragm 2.4; IUDs 1.1-4.3; sheath 4.3; chemicals alone 14.8. These rates represent use-effectiveness so include accidental pregnancies attributable both to method failure and to user failure i.e. wrong or inconsistent use. When method failure alone is considered, studies have reported the average pregnancy rate for the sheath as low as 1.02 per 100 woman-years.

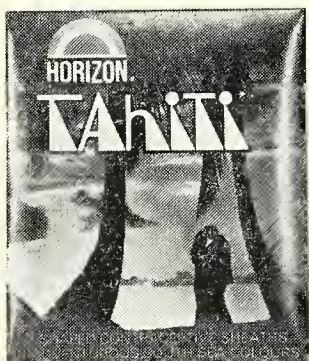
YOU CAN PROFIT FROM STOCKING



the new generation of
Contraceptive Sheaths



the contraceptive sheath you'll hardly
know you're wearing, specially,
anatomically shaped for extra comfort.



the contraceptive sheath that dares to be
different, specially shaped in five lively
South Sea colours for extra fun.



the contraceptive sheath that lives up to
its promise, uniquely ribbed and shaped
for extra pleasure.

- Horizon supports you with heaviest ever £¼ million advertising campaign for contraceptive sheaths.
- Horizon is from the world's leading family planning experts.

For full details now contact your usual wholesaler, or Nicholas Hall, Director of Marketing, Akwell division of G. D. Searle, P.O. Box 53, Lane End Road, High Wycombe, Bucks. Tel: (0494) 21124.

Horizon, Conture, Tahiti and Stimula are registered trade marks.

CONTRACEPTIVES

'Pill' no threat to OTC sales?

Wider availability of the "pill" is unlikely to damage the market for over the counter contraceptives, currently estimated to be worth about £12 million annually at rsp.

This optimistic view comes from manufacturers and distributors of the sheath which, according to LR/Sanitas Ltd who still claim 90 per cent of the market with Durex brands, account for £10½m. They tend to think that, in the short term at least, those women likely to take oral contraceptives are already doing so and that easy availability will not necessarily mean more women will change over to this method. Possibly the greatest uptake will be among the three million British women who, according to the Family Planning Association, are among the eight million "at risk" of pregnancy but not using any reliable contraceptive.

W. J. Rendell Ltd, manufacturers of spermicides, go so far as to suggest that free sale of the "pill" could discredit the method because of fear of side effects. Sometimes a patient can be persuaded to persevere if she is reassured by the doctor and without this encouragement the drop-out rate may even increase.

Increased awareness

One beneficial effect of the "pill" on free sale could be that publicity will increase awareness of contraceptives as a whole in the same way that introduction of free family planning under the NHS in April 1974 has not harmed the OTC market as much as manufacturers feared. Instead, the overall demand for contraceptive devices has risen. According to manufacturers there will always be people who prefer the convenience and anonymity of obtaining their supplies without having to make appointments with doctors or clinics. And cost, which is usually a fairly low proportion of the total family budget, is rarely a factor influencing the choice of contraceptive method.

"Providing the financial outlay is reasonable, the initial serious decision which method to use is much more important than the cost," believes Ted Wallbuton, marketing manager for Durex.

However, oral contraceptives and intra-uterine devices are the methods gaining most rapidly in popularity. The Economic Intelligence Unit estimate of UK contraceptive usage, published in the August 1975 *Retail Business*, was oral contraceptives (including non-contraceptive usage) 2.8 million, condoms 2.5m, intra-uterine devices 350,000, diaphragms with spermicide 250,000, chemicals 150,000, coitus interruptus 1,400,000, rhythm method 400,000. The FPA say that more recent surveys suggest there are now over 3m oral contraceptive users and 400,000-500,000 women using IUDs.

One major factor influencing the market in recent years has been the growing tendency for women rather than men to take decisions on fertility control. This trend has had a noticeable effect on distribution of the sheath, to the benefit of pharmacies and detriment of barbers. In 1972, according to LR/Sanitas, 22 per cent of sheaths were sold through chemists and 24 per cent through barbers; the corresponding estimates now are 29 per cent through chemists and 14 per cent through barbers. Men's changing hair fashions have meant fewer hair cuts leading to a corresponding decline in traditional barbers' shops and growth in "unisex" salons which seem disinclined to sell contraceptives.

Chemist multiples have seen the largest growth, mainly because they have put the products on display and in some cases have cut prices.

Although women tend to seek medical advice on contraception and thus tend towards the "pill" and IUDs, a survey carried out by LR/Sanitas has shown that, in multiple chemists, 20 per cent of sheaths are sold to women. G. D. Searle & Co Ltd's Akwell division, who market Horizon brands, also believe women are of growing importance in these purchases particularly of the new products such as Stimula, which is their most popular brand.

Since 1972 the number of sheaths supplied through family planning clinics has almost trebled although no definite figure is available. The Economist Intelligence Unit estimated it to be 7 per cent in 1975. Family Planning Sales Ltd, which help to finance the FPA's activities, believe this growth was apparent before free planning was introduced. Sheaths and spermicides are frequently issued from clinics as temporary precautions in the initial weeks of oral contraceptive regimens.

While 10 years ago it was rare for men to attend family planning clinics, in some areas today up to one third of patients are male, with couples preferring to attend together. Many men interviewed during a study of "The role of male attitudes in contraception," carried out recently by Social and Community Planning Research, claimed they would go to a clinic if the need arose but many believed they would never have to, as the only male method, the sheath, was so freely available.

Mail order

Another distribution trend in recent years is the growth of mail order. LR/Sanitas estimate that 11 per cent of sheaths are now sold in this way, compared with 8 per cent in 1972. Yago Holdings Ltd which incorporates Warwickshire Supplies and House of Pan, claim to carry the largest selection of contraceptives available in the UK. being distributors for the

erman company Erotum GmbH and the Dutch family planning association as well as their own brand Aegis. Most of their business is mail order. They claim a 2-3 per cent share of OTC sales and their sheath sales through chemists and barbers amounts to only 1 per cent, the rest going through mail order houses, vending machines, surgical stores and sex-shops. The company's growth rate since it was formed five years ago has been about 100 per cent per year but last year slowed to 10 per cent and the future prediction is a steady increase of between 25-50 per cent per annum. They believe mail order is popular because people like the anonymity and the opportunity to select goods from catalogues, particularly the "more adventurous" products.

The company has the option to market New Concep, developed in America about two years ago. Designed primarily for vaginal disorders, it is an intra-uterine device consisting of a spermicidally-coated sponge pad inserted with a plastic tube. As soon as its safety and efficacy have been approved in the US, the company will try to get the product medically approved within the UK.

Supermarket sales

Other retail outlets for the sheath are vending machines, drug stores and market stalls, supermarkets, etc. Sales through vending machines have been "static" in recent years, according to LR/Sanitas who declined to quote any figures, but the EIU estimates in 1975 were 15 per cent and through drug stores 10 per cent.

Supermarkets, which have entered most of the retail areas traditionally associated with pharmacies, have appeared strangely reluctant to enter this one. A Multiple Shops Federation spokesman was not aware of any policy decision preventing supermarkets from stocking sheaths although these outlets generally decide for themselves what products to sell.

LR/Sanitas believe consumers prefer to buy such items more discreetly through pharmacies instead of through supermarket check-outs. In the north, the Asda chain has stocked the 12s pack of Durex brands for two years or so, but these sales have made little impact on the less than 1 per cent accounted for by supermarkets. By contrast, Akwell report that in France sales by self-selection through grocers has met with great success, mainly because the products are on display and more accessible to the women who are becoming increasingly responsible for their purchase. Both companies, however, regard pharmacies as a much more suitable outlet.

While there are up to 100 brands of condom on the UK market there are only two UK manufacturers—LR/Sanitas Ltd and Tellercrest (London) Ltd (Knight brands). Durex brands are dominant in both sheaths and diaphragms, although few diaphragms are sold through pharmacies. Gossamer, Fetherlite and Nu-form are the most popular sheaths and together account for well over 80 per cent of sales through independent chemists, with Fetherlite just edging ahead of Gossamer as brand leader around 30 per cent.

Akwell claim that the first serious challenge to Durex came in September 1975 with the introduction of Horizon brands in northern England and Scotland. Sheath

sales through chemists had been falling since 1974, they say, with unit sales to year-end April 1975 down 19 per cent over the previous year and down a further 14 per cent this year. But the trend has now been reversed and unit sales have risen 14 per cent nationally in the past six months. Horizon now claim 8.7 per cent of the market nationally through chemists.

The spermicides market is estimated to be worth about £1m. Ortho Pharmaceutical Ltd have noticed only a slight trend towards increased sales through clinics rather than pharmacies since free family planning was introduced, possibly because many people do not realise these products are available free on a general practitioner's prescription. This trend towards clinic sales, however, has been more noticeable to Syntex Pharmaceuticals with their Emko and Staycept brands.

Ortho predict that their brands will account for 71 per cent of sales by value of spermicidal foams, creams, jellies and pessaries through chemists this year, with Delfen foam accounting for 27 per cent, Ortho-gynol 16 per cent, Ortho-creme 12 per cent, Orthoforms 12 per cent and others 4 per cent. Clinics account for a 60 per cent share of sales by value at manufacturers selling prices. Most of the above products are used in conjunction with other methods such as the diaphragm and condom and the main users appear to be older women changing over from the "pill".

Retail pharmacies are still the main outlet for Rendells, but substantial quantities are distributed by area health authorities. W. J. Rendell Ltd say most purchasers tend to be men, surprisingly. Rendells, is likely to be used as a first-time method, or by women who cannot tolerate the clinical methods, people whose families are complete and menopausal women.

A survey of 104 users in August 1975 showed that 49 per cent had used no other contraceptive method, 32.7 per cent had previously used the condom, 9.6 per cent another spermicide, 5.8 per cent oral contraceptives, 3.8 per cent a diaphragm, 2.9 per cent spermicide and condom and 1 per cent gave no answer. All claimed they understood the direction leaflet fully and 79.8 per cent did not think the product could be improved in any way. 86.5 per cent used Rendells as the sole contraceptive and 40.4 per cent could not say what alternative method they would choose.

HEC and FPA activity

The Government has allocated the Health Education Council £200,000 a year specifically for contraception education, including publicity for the NHS family planning service. Plans have not been finalised yet but the HEC is to run an information service in conjunction with the Family Planning Association.

The FPA's education unit has just issued a prospectus for 1977 detailing courses in sex education for teachers and youth workers. Leaflets on different methods of birth control, including the latest "Enjoy life—with family planning", are available from the association at 27 Mortimer Street, London W1A 4QW. An HEC advertising campaign in over 1,000 cinemas, reminding people that contraceptive facilities are free, was screened this autumn and is to be repeated in the new year.

Consumer Education
is of concern to Rendells. That is why we fulfill so many requests from your customers for FREE copies of 'Sex Without Fear'.

Make sure you can meet their requirements. Stock and display

Rendells



W. J. Rendell Ltd.
Hitchin, Herts., England

CONTRACEPTIVES

Display is the key to sales

Display is the key word in selling OTC contraceptives.

Independents who have recognised that display makes it much less embarrassing for the customer to purchase, are doing as well with sales as the multiples, according to Ted Wallbutton, Durex marketing manager. "This is something we've been trying to get across for years," he says. "The chemist who keeps these products under the counter is losing out."

Akwell agree, adding that the mail order sector will probably only grow so long as pharmacists refuse to display. Horizon have recently introduced a 10s pack to help chemists win back bulk sales from mail order—another reason for this introduction was that research showed 46 per cent of all sheath sales are in packs larger than the usual threes. This figure is far higher—70 per cent—in North America and Canada. LR confirm there has been a tremendous swing to their packs of 12.

A self-selection Horizon prepack of 24 Conture threes, 24 Tahiti threes and 24 Stimula threes, plus 5 Conture 10s, 5 Tahiti 10s and 10 Stimula 10s is available containing 24 Stimula threes free of charge. Last week Akwell announced an incentive gifts scheme for stockists.

Marketing problems

Marketing of the sheath presents its own special problems, not only from the advertising point of view but also in creating an "image". Ted Wallbutton, marketing manager, sums up the Durex "enigma" by saying: "So many people use the sheath and are quite happy to do so but are reluctant to admit it. Women particularly will say they are on the 'pill' rather than that 'my husband uses Durex'."

An "embarrassment factor" is still associated with their product despite more open attitudes towards family planning, probably because the protective achieved pre-eminence at a time when sex and contraceptives were taboo subjects and so, like sex, became the subject of "furtive schoolboy humour".

"The development of other contraceptive methods has coincided with a more enlightened attitude which, regrettably, has not been fully extended to the protective and to Durex," Ted Wallbutton says.

To give the Durex brand an image of youth and modernity, the company went into motor racing sponsorship two years ago, which they believe has made a significant contribution to "normalising" the name. "When you go to a race meeting now," says Ted, "and you see young people wearing Durex tee-shirts, and putting Durex stickers in their cars, and

talking about the Durex-Surtees—all without the slightest trace of embarrassment—then you know it's starting to work." So much so that the company has just committed itself to a further season's sponsorship of formula one racing with the Durex-Surtees car.

Likewise, Horizon brands attempted to update the image of the sheath with the introduction of anatomical shaping, dry lubricant and "pioneering" of a lightly ribbed surface with Stimula.

Advertising is still a delicate area, although the past five years have seen some remarkable changes—from the days when the Durex Press advertisements promoted family planning as an idea, with the brand name tucked away in some discreet corner—to this year's poster campaign's "A change is as good as a rest."

Television or UK radio advertising still seems remote. The Independent Broadcasting Authority's code forbids advertising of contraceptives on television on the grounds that it could be embarrassing or offensive to family audiences.

Akwell, who are spending £250,000 on the national launch of Horizon, say they have had no complaints about their advertising in the first year which included "New Stimula. The contraceptive sheath that lives up to its promise." They believe consumer acceptance of such advertising may be well ahead of that of many newspaper editors. Coupons—10p off three and 30p off 10 Stimula—have been included in advertisements in the *Sun*, *Daily Mirror* and *Daily Express*, and a further advertisement is to appear next week in the *Daily Mirror*. A new national campaign is planned for January.

LR claim an advertising expenditure of £100,000 this year—the new ribbed Unison being their most heavily promoted brand at

the moment with advertisements appearing in the *Daily Express* in December. Again, the company has had no complaints about the advertisement which has been running in the *Sun*, *News of the Wor'd* and *Daily Express* since October, with the headline "If you'd like your wife to be more of a mistress, try being more of a lover."

Yago Holdings Ltd are channelling their promotional activity through export magazines as they feel their biggest potential growth lies in the export market. A new 12s pack of Aegis brands is expected soon "at substantially reduced prices".

With spermicides, Ortho Pharmaceutical Ltd feel it is unethical to advertise to the public now that these products are available on NHS prescription. The company does advertise to the medical profession, however, and encourages representatives to help pharmacists set up effective displays. New display material is likely next year.

W. J. Rendell are planning no further promotion of Rendells until negotiations with the Department of Health on spermicides labelling are resolved. Regulations are expected soon. The Department has suggested all spermicides should be labelled with the advice that they should not be used alone but with another method of contraception, a proposal W. J. Rendell feel is "precipitant and ill thought out—it appears to be based on inadequate knowledge and experience of spermicides". They say the method has a Pearl index of 5.6 pregnancies per 100 woman years.

Potter & Clarke promote C-film regularly through the national Press and may extend this to women's magazines in 1977. A new booklet, "C-film: the newest simplest contraceptive of the 70's" is offered in all Press advertising. For pharmacists and doctors, a booklet on "Three clinical trial reports" details trial results in Europe.



AEGIS CONTRACEPTIVES



Only £5 per gross

QUALITY BRITISH SHEATHS
AT LOW LOW PRICES

ALL TESTED TO BRITISH
STANDARDS AND IN DAZZLING
DISPLAY PACKS

Add 8% VAT to prices shown

For more details write to

**YAGO HOLDINGS LTD., UNIT 12,
COLESHILL INDUSTRIAL ESTATE, COLESHILL,
BIRMINGHAM B46 1HT. Tel: 0675 64834.**

Enhance your trade and profits today and get in on the fastest-growing range of condoms available in the U.K.

FREE INTRODUCTORY OFFER

Return this advert with an order for 4 Boxes or more and we will give you one Box of L'Amour



Only £5 per gross

ABSOLUTELY FREE

N.B.—Offer applies to first orders
only

**BIG DISCOUNTS AVAILABLE
FOR LARGER QUANTITIES**



Only £5 per gross



Only £4.30 per gross

Professional News

Pharmaceutical Society of Ireland

EEC progress towards mutual recognition of diplomas

The current progress towards mutual recognition of diplomas within the EEC was reported at the Pharmaceutical Society of Ireland's Council meeting last month.

Irish pharmacy had been represented at the general assembly of the EEC *groupe-ment* in Naples by Professor R. F. Timoney and his report to the Joint EEC Committee was summarised by Mr R. J. Power at the November Council meeting. At the assembly Mr Beuve-Mery, of the EEC internal market department, explained that the Commission had departed from the original concept—to bring everyone to the same level of education—because it had been too ambitious and was unattainable. The addition of three new member States had made the problem still more difficult to resolve. Prior to 1973 it had been thought that harmonisation was politically desirable, but since then the economic necessity of harmonisation had been studied.

The nine member States had to find a common goal in limited action soon, in order to solve the problem. Two judgments concerning Article 53 had eliminated a fundamental obstacle—a person should not be expected to change nationality as well as country and should not have to gain a further degree to practise in another member country. For real mobility, initial limited recognition would be necessary if a reciprocal recognition of degrees with co-ordination of educational levels was also to be achieved. If universities and professional associations would co-operate to administer the system it should work.

Mr Power noted that the academic course in Ireland would meet any of the proposed requirements. The executive of the *groupe-ment* are to meet on December 5 to deal with matters arising from Mr Beuve-Mery's report.

Council policy re-stated

The president, Mr M. F. Walsh, re-stated Council policy on:

□ Cough mixtures—It is the responsibility of pharmacists to exercise close surveillance over the sale of cough mixtures, especially those containing codeine phosphate, ephedrine hydrochloride, or antihistamines, and to refuse to supply any preparation where, in their professional judgment, there could be a danger of drug misuse or habituation. However, it is undesirable that pharmacists should explain their refusal on the false grounds that those products are available on prescription only.

□ Prescription services—It was noted with regret that in certain places, with the services of only one pharmacy, the pharmacists concerned were not offering, or had ceased to provide, a service to patients eligible under the "choice of doctor" scheme. Where that occurred, other phar-

macies should be encouraged to open and provide a complete pharmaceutical service for all sections of the community.

□ Selective dispensing—It had been reported that a small number of pharmacists tended only to dispense capsules, tablets and other proprietary products on prescription forms calling for more than one preparation. In these cases, patients were being requested to visit other pharmacies for extemporaneous preparations such as lotions, ointments and eye drops. Such a practice was highly unprofessional. Pharmacists should be equipped and prepared to dispense all valid prescriptions no matter how inconvenient.

A letter had been received from the National Drugs Advisory Board drawing attention to reports that a certain product, Bal Jivan Chamcho baby tonic was being imported illegally into Great Britain from India. An analysis of the contents indicated the presence of high concentrations of lead which would be a toxic hazard, particularly in infants. Pharmacists were advised not to take any suspect preparation into stock.

FIP Council session

Mr J. P. O'Donnell, the Society's delegate to FIP, had attended a two-session meeting of the Council of FIP in September in Warsaw. A 16 item agenda was considered which included the following:

□ New member delegates from Ghana and Nigeria were welcomed.

□ The Report of the Board of Pharmaceutical Sciences stated that the theme for 1977 Congress in the Hague would be "Formulation and preparation of dosage forms".

□ The Beckett Commission's report would be examined section by section and time would be allocated at future Council meetings for that purpose.

□ A representative of the International Pharmaceutical Student's Federation was to be invited to future Council meetings as an observer.

□ A request for the creation of a section for the history of pharmacy was not approved.

□ Mr J. M. Martens, Netherlands, was approved as FIP general secretary, to replace Mr Kok who had resigned.

He had also attended a meeting of the section for general practice of pharmacy when the papers presented were on subjects such as the role of the general practice pharmacist in the presentation of dispensed and non-dispensed medicines; patient medication records in general practice pharmacy; and the general practice pharmacist and health education. The contribution submitted by the Society's Practice of Pharmacy Committee was given special mention in the third paper.

The section's Steering Committee, of

which he was a member, met on September 8. The section, with a membership of 641, is now the largest in FIP; it was responsible for two surveys of world-wide pharmacy which were passed on to the Practice of Pharmacy Committee. The meeting arranged for a further survey during 1976-77 under the title of "Classification of medicines and their legal and professional control".

Mr O'Donnell contested the election for two vacancies on the Executive Committee of which the top three on the first vote were Bagger-Hansen, Denmark, 11; Wera, Belgium, 11; O'Donnell, Ireland, 10; on subsequent votes, Bagger-Hansen and Wera were elected.

The work of the individual FIP groups was now ended, said Mr O'Donnell, and the groups had re-constituted to include members from the national pharmaceutical associations and associate members with special knowledge of a particular subject. Professor Timoney had presented a paper on "The influence of medicaments, adjuvants and storage on the disintegration times of suppository formulations" by Mr V. J. Harte, Miss Hennigan and Professor Timoney, to the academic section on September 8.

Mr Denis Hickey, MPSI, of Rust, co Dublin, was co-opted to the Council of the Society to fill the vacancy caused by the death of Mr J. E. Burrell. The licence certificate of Mr John D. Freeman was signed and sealed and the following were elected as members of the Society: Mrs Eileen Casey (nee McNamara), Mr Patrick Lalor, Miss Bridget Ryan, Mrs Bridget Christine Buckley (nee Gorman), Ladyswell, Cashel, co Tipperary, was nominated for membership of the Society.

The following address was changed on the Register: Mr Jeremiah J. Dawson, MPSI, to Windleigh, Cruagh, Rockbrook, Rathfarnham, Dublin 14. Dr David Cowan, LPSI, was restored to the Register.

Reminder on licensing

The Irish Department of Health is reminding pharmaceutical companies intending to continue the marketing of anti-infectives, tranquillisers, hypnotics or sedatives, which were on the market prior to October 1974, to send in their applications for authority to do so before January 1, 1977, to avoid interruption of marketing arrangements.

The necessity to obtain marketing authority is one of the provisions of the European Communities (Proprietary Medicinal Products) Regulations 1975. The Regulations extended the licensing system to proprietary medicines which were already on the market before October 1, 1974, the date on which the initial licensing scheme was introduced for new products. Such products will be licensed in a phased scheme which will be completed in 1983. The first group for licensing are anti-infectives, tranquillisers, hypnotics and sedatives, which may not be on the market in Ireland after April 1, 1977, unless authorised by the Minister for Health. Notes on applications for authorisation may be obtained from Drugs Division, Department of Health, Custom House, Dublin 1, to whom also the applications should be sent.

Pharmaceutical Society of NI

'Striking-off' warning on unpaid fees

The names of those members, associates and students of the Pharmaceutical Society of Northern Ireland who have not paid their retention fees for the current year will be removed from the Society's Registers on December 11.

That was agreed at last month's meeting of the Society's Council when the secretary, Mr W. Gorman, revealed that some 40-50 members had not so far paid but a number had asked that their names be removed. The defaulters included a number of proprietor pharmacists and some members who were superintendents of bodies corporate. A list of those who had yet to pay was being sent to the Department of Health so that the proprietors and superintendents could be warned of the consequences of non-payment by December 11. Three notices had already been sent to members.

Departments' view on fee rises

A letter from the Department had set out the reasons why the premises registration fee and the penalty fee for late payment were being increased to £13 and £11 respectively. The letter pointed out that the Council's suggestion that no fees should be paid—since doctors, dentists and opticians did not have to pay such a fee—would necessitate a change in legislation. In Great Britain the profession had to meet the entire cost of the work undertaken by the Society whereas in Northern Ireland a considerable part of such work was undertaken by Department staff.

Since only a small proportion of the Department's costs was recouped through the premises registration fee it seemed reasonable that the level at which this fee was fixed should reflect increases in costs. The fee increase now about to be made was in direct proportion to increases made since 1965 in the salaries of the Department's staff involved. No increase had been made since then in the amount of the fee.

The increases would take effect from January 1, 1977, and the necessary Statutory Instrument would shortly be made. It was proposed, in future, to consider annually the level of the premises fees so as to avoid the necessity for a substantial change on any one occasion. Such an annual review should give full opportunity for consultation with the profession.

Mr T. I. O'Rourke said he envied the Department officials whose salaries had risen by two and a half times since 1965.

The Department of Health has also informed the Council that Miss Christine E. M. Campbell had been appointed registrar.

Reports from the Finance and the General Purposes Committees were adopted. In presenting the former Mr G. E.

McIlhagger said the income to date this year amounted to £27,400 but this included sums for the Benevolent Fund and journals; the amount received by way of retention fees was £16,768, an increase of just over £6,000 on the corresponding figure last year. Expenditure to date was just over £7,000. With the additional sum that would accrue from the increase in the premises fee, he was confident there would be an excess of income over expenditure at the end of the present year.

The president, Mr J. Chambers, said a meeting of the committee composed of representatives of the Council and of the Pharmaceutical Contractors Committee was held on October 28. A document setting out the role of the pharmacist in the health care team had been considered and it was agreed that after minor amendments were made in the text it should be sent for consideration by the Central Pharmaceutical Advisory Committee. Plans were also made for bringing up to date a paper on the geographical distribution of pharmacies in Northern Ireland.

Forged prescriptions problem

Mr Gorman reported on a meeting of the Lurgan, Portadown and Armagh Branch held at Craigavon Hospital on November 8 when Woman-Sergeant Lavelle of the local police drug section discussed with the members some aspects of her work in controlling drug addiction. She said that most of the local problems arise from forged prescriptions. It appeared that one person with a certain amount of experience wrote the prescriptions which were presented by others.

Any pharmacist who had cause to believe that he had received a forged prescription was asked to contact the section immediately. Pharmacists had always been co-operative when she had occasion to visit a pharmacy in the course of her inquiries, but most pharmacists did not know that the members of the section had certain statutory rights of examining drug registers. It was suggested that a pharmacist who suspected that a prescription was a forgery and who could not contact the prescriber should stamp the prescription before returning it to the patient.

Mr O'Rourke said it was most disturbing to learn that a "queen bee" was involved in writing the bogus prescriptions and it made detection extremely difficult. When one saw a forgery, such as those held by Sergeant Lavelle, it was easy to detect shortcomings; however the pharmacist had not the benefit of hindsight when presented with one at a busy time.

It had been suggested that contractor pharmacies should be supplied with specimen signatures of the doctors in the district but he did not think that was the answer. Those desperate for drugs did not always visit pharmacies in their own district and if the list of doctors' signatures fell into the wrong hands the position would be worse than ever.

The application of Brian James Spence, 22 Dundrod Road, Crumlin, co Antrim, for the restoration of his name to the Register of pharmaceutical chemists was granted subject to the applicant's submission of an outstanding document. An application for registration as a student received from Martin Joshual Kerr, 2 Abbeydale Crescent, Belfast, was granted.

Westminster Report

'Return to chemist' on all labels call

An MP has suggested that the newly-introduced regulations governing the labelling of medicines should have included a requirement that unwanted medicines should be returned by the patient to a pharmacy.

Discussing the Medicines (Labelling) Regulations 1976 in the Commons First Standing Committee on Statutory Instruments last month, Mrs Lynda Chalker suggested that there should be "a little note at the bottom of every label" with the words: "If you have drugs over when you are better, please return them to the chemist". Both sides of the House were worried about medicine safety in the home, and that morning she had been "amused to find a number of small portions of linctuses and little pills", at her home; she resolved to have "a great turnout" on her first free evening.

"If we try to engender in the great British public the habit of returning unused drugs before they are no longer viable, we should make those prescribing the drugs much more aware of the need to prescribe only a set number", she argued. "We might also create in the patient an awareness of the need to take the full course of drugs, rather than to stop taking them because he feels better—as often happens—before he has finished the course, and then to go back for yet more drugs because he is not cured of his ailment."

Mr Roland Moyle, Minister of State for Health, said that although Mrs Chalker's idea had not been adopted in the Regulations, "we are seized of the importance . . . of the idea of returning unused medicines to the chemist. The way we hope to achieve that is through a Health Education Council campaign dealing with safety in the use of medicines."

Problems with small labels

Both Mrs Chalker and Sir George Young raised the problem of how "vital information" was to be put on labels of such small volume preparations as eye drops. Mr Moyle replied that some exemptions are being made where small containers need not necessarily carry all the information required for a larger container. The industry, which had been consulted, did not expect any great difficulty in meeting the requirements. Mrs Chalker felt that "the name and address of the person responsible for the composition of the medicinal product" should be included on the label in preference to that of the manufacturer, for tracing purposes, where shortage of space precluded the use of both; Mr Moyle accepted the suggestion.

Mr Laurie Pavitt thought the Regulations would create a problem for the labelling of placebos. He also said that there was considerable concern that the labelling of drugs was inadequate and told the patient very little. In reply Mr Moyle agreed that one possible way round

the problem of labelling placebos would be solved by the use of a suitably elaborate Latin name. He also agreed with Mr Pavitt that the problem with labelling drugs was not necessarily only to tell people what they contained; there were sometimes unpleasant side-effects not anticipated when the medicines were labelled, but labelling was not necessarily the way to solve that problem.

Mrs Chalker asked if a calculation had been made of the additional cost to the overall drugs bills by the Regulations' requirements; she claimed that in her constituency one manufacturer had to spend an extra £2½m on packaging, to cope with the additional requirements and losses of the export market. Mr Moyle said the Department's "best estimate" of the cost to the industry was £1.6m.

Mrs Chalker also raised the matter of other regulations yet to be promulgated in warnings appropriate to particular classes of medicines; notice of that had worried a number of manufacturers who would have liked to make both changes in one. Mr Moyle replied that the Government wanted to avoid a position where the industry produced one set of labels to conform to the new Regulations, and a further set of labels, with further costs, to meet the second set. A "fairly complex" set of transitional provisions had been devised for the current legislation, which would be extended to include transition to the next set of regulations—regulations which, it was hoped, would be produced early next year. The first set were being produced to conform to EEC requirements.

Minister's concern on new drug publicity

Mr Roland Moyle, Minister for Health, is concerned about the recent publicity for a new drug and has asked for copies of all advertisements in respect of the product with the intention of pursuing the matter.

That was stated in a written Commons answer on Monday to Mr Laurie Pavitt, who had asked if all ethical steps had been taken concerning clause 16-3 of the code of practice for the pharmaceutical industry in view of the wide national coverage about "A new medical product for the treatment of duodenal and gastric ulcers and related gastro-intestinal disorders".

The Government has no plans to nationalise any sections of the pharmaceutical industry, Mr Moyle said in reply to two written questions this week.

Repeat scripts code

Mr Mike Thomas asked the Secretary for Social Services to enter into consultations with the medical profession on a code of practice for repeat prescriptions. Mr Moyle replied that he was not satisfied a code would be appropriate, since guidance on quantities to be prescribed had been issued in 1960 following the report of the Hinchliffe Committee. Subject to that advice, each doctor needed to decide how to comply with his obligations in the light of his professional judgment, according to the needs and circumstances of each patient.

Letters

Unravelling the Drug Tariff

Congratulations on trying to unravel the mysteries of that most unreadable of all booklets—the Drug Tariff.

I am sure that most of my colleagues will share with me the horror of trying to find out if a specific appliance is allowable on the NHS by consulting the Tariff, and without the prompt information service of the NPU, I am sure that few queries would get a correct reply. Specifically:

□ Standard and proprietary drugs. These two sections should be amalgamated into one, with a star or similar mark to differentiate.

□ Outdated drugs and excessive pack sizes. Many standard drugs listed have no use in modern practice, and should be deleted. Many pack sizes are excessive, and should be based on six-week stock figures derived from current prescription samples. If a normal stock position of 12 weeks or more is shown by this analysis, then double price should be paid, or alternatively, payment made for the complete minimum pack.

□ Part 6. Appliances. This section should be handed over to specialists (such as yourselves) with instructions to simplify, and produce in readable form.

□ Both drugs and appliance sections should be fully cross-referenced, with both standard and proprietary names, in a similar way to your own Price List.

□ Modern printing methods would enable regular issues on a monthly basis, complete with up-to-date prices.

Moral: Remove the bureaucrats and bring in private enterprise in producing what could be a valuable reference booklet for practising pharmacists. I nominate the Benn Group to have a go.

D. McLaren Todd
Syston, Leicester

Magnesium trisilicate

May I correct the report carried in your Market News column (November 13) under the heading "Fewer magnesium salts".

Evans Medical have been manufacturers and suppliers of magnesium trisilicate complying with pharmacopoeial standards for over forty years, and we are presently working on the possibility of supplying to three different bulk density specifications.

This company certainly has no plans to discontinue the manufacture of magnesium trisilicate in the foreseeable future and we feel confident that we can handle a major part of the current total UK requirement for this material.

Raymond L. Squire
Commercial Manager
Evans Medical Ltd
Speke, Liverpool



Mr Eric Knott presents Miss Fiona Simpson with the first Eric Knott Branch Prize, a medal to be awarded annually to the best student in dispensing practice and sterile products in the pharmacy department, Heriot-Watt University. The Pharmaceutical Society's Edinburgh and Lothians Branch established the prize to acknowledge Mr Knott's outstanding contributions for over 50 years both to the branch and to pharmaceutical education

FPN 114 'retreat'

Our negotiators seem to be celebrating a victory in the FPN 114 battle whereas they are still, in fact, organising an orderly retreat following the unprovoked and unmerited attack by the PPA on contractors who have borne the brunt of costs, chaos and consternation.

Justice has demonstrably neither been done nor been seen to have been done. Many thousands of pounds have been withheld from our remuneration directly as a consequence of the return of Lasix prescriptions. Read the roll of product labels—Lasix 20mg, Lasix 500mg and simply, Lasix. When the latter is prescribed the pharmacist must, in my unlearned opinion, supply frusemide 40mg Hoechst.

As partial recompense when these forms are repriced, our battle honours should include a nominal additional dispensing fee for all items on such FP 10s—and the PPA might let us know what the monetary totals on these were in aggregate.

Remember Tetbury and, perhaps, remember Lasix.

A. F. Huntley
Bristol

Books

A textbook of pharmacy management

H. W. Toms, BCom, FPS, FSS, FSCA, FIPharmM. Kogan Page Ltd, 116a Pentonville Road, London N1 9JN. 8½ × 5½ in Pp256. £4.95.

Despite the title, the information contained in the book is presented in a readable form and by drawing upon his experience in hospital, retail and manufacturing the author is able to identify management problems associated with many aspects of pharmacy practice.

An experienced and efficient manager would probably be aware of most topics covered, but students and new managers should find the subject matter invaluable.

Company News

Kerfoot invest £150,000 in ampoule machine

Thomas Kerfoot & Co Ltd have invested over £150,000 in an ampoule machine which is capable of washing, sterilising and filling 8,000 ampoules an hour under aseptic conditions. An aseptic suite has also been built to house the machine at the company's Ashton-under-Lyne, Lancs, factory.

The company plan to use the machine—the first of its kind installed in Britain—for contract work. Manufactured by H. Strunck and supplied by Robert Bosch Packaging Machinery (UK) Ltd, the washing and filling line should show a considerable saving in direct labour costs. However, the principal saving will be an anticipated exceptionally low reject rate of ampoules, assuming good quality standard glassware; this reject reduction is achieved by the minimal exposure of ampoules in the presence of an operator.

Kerfoot began filling ampoules for injection in 1916 and were the first company to manufacture procaine hydrochloride in the UK using burettes to fill ampoules manually one at a time. The new compact line will produce 200,000 ampoules per week and the minimum economic run is considered to be 100,000. However, existing filling machines will be retained for runs down to about 20,000.

Commenting on the project, Dr Thomas Kerfoot, the company's chairman and grandson of the founder, said: "The whole project has been designed to allow us to duplicate the entire line should circumstances require it. We have also made provision for the possible addition of sophisticated automatic ampoule labelling which, when perfected, will have considerable advantages over the ceramic printing method. In addition we envisage fully automatic inspection, independent of the human eye, thus giving an absolute standard.

"To maintain our position in this highly competitive and sophisticated industry it has been necessary to invest over £1m

during the past few years, £200,000 of which has been invested during this year. In fact we have ploughed back every penny of profit into development."

Commenting on the commercial implications of the project Mr J. Donnelly, Kerfoot's commercial and sales director, said: "This new facility, which meets the American Federal Standard for clean rooms, will clearly give us a commanding lead over our nearest competitors in terms of an assured standard of quality control. We are also confident that it will strengthen our position in export markets, especially North Africa and the important Middle East market."

Numark promotions committee formed

A Numark "national promotions committee" has been formed, responsible for interpreting the promotional policies of the ICML board and for proposing recommendations in policies and practice to the board on all matters relating to national promotions.

The committee was set up as a direct result of the October Numark wholesaler seminar and should meet monthly. Members of the committee are: *Retail*; Mr P. Roberts, Conwy, Gwynedd, Mr D. W. Richardson, Dundee, Mr C. Radford, (F. E. Norburn Ltd), Sibley, Leicestershire, Mr P. Brown, East Boldon, co Durham, and J. Ewart, (Rees Cogan Ltd), Norwich; *Wholesale*; Mr R. Gutteridge, (Macarthus Ltd), Mr H. Broadbent, (Bleasdale Ltd), Mr C. Wilson, (L. Rowland & co Ltd), and Mr A. Eltringham, (Hall Forster & co Ltd). The Numark retail development manager will act as permanent chairman and ICML's managing director will be an ex-officio member.

Mr A. Trotman, ICML managing director, describes the committee as an important development, "This is the first time that we have had grass root Numark members contributing to promotional plans; it will enable us to have a broader understanding of members' promotional and merchandising requirements."

At the first meeting on November 2, emphasis centred on the continued importance of commitment buying to obtain better terms and exclusive promotions. It was agreed to continue national advertising in *The Sun* and *Daily Mirror* which had proved to be the most cost effective.

Regarding pricing on merchandising

materials it was decided to alter the wording, in the New Year, to "Our price only in orange and the manufacturer's recommended price in blue. Plans are to be drawn up for further door-to-door leaflet to accompany some national promotion during 1977.

Juvena Cosmetics acquired by British-American

British-American Cosmetics, a division of BAT Industries Ltd, are acquiring a controlling interest in the cosmetics operations of Juvena Holdings AG, as outlined in *C&D*, October 16, p531. In what is stated to be the biggest deal in the cosmetics field in Europe for a good many years, BAC will purchase 51 per cent of Juvena shares on January 1, 1977, subject to Bank of England consent, the price being about £10m in Swiss francs. BAC are also committed to purchase the remainder of the shares between 1982 and 1984, the price to be paid depends on the trading results over the next five years but will be at least SwF15m (about £3.75m).

Reports from Switzerland indicate that Juvena's turnover in 1975 was SwF 99m, slightly less than the figure for the previous year. Losses of SwF 20.5m are to be recommended to be carried over at the annual meeting. The loss in the first half of 1976 was SwF 7m. The company's brands include Juvena Binella (recently acquired from CIBA-Geigy), Nitchero and Gainsborough, all of which are well established on the continent, particularly in Switzerland, Germany and Spain. There is also a considerable volume of exports to Australia and the far east.

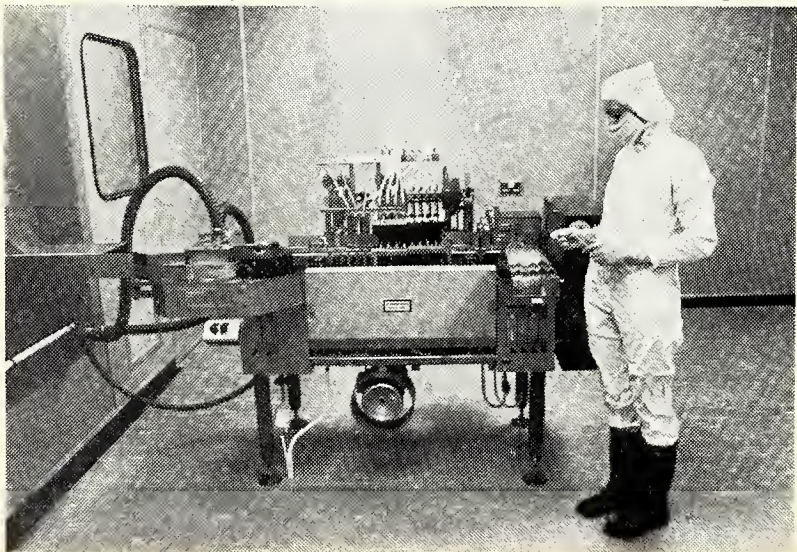
BAC state that management and product development for the Juvena and Binella brands will continue to be based in Switzerland. It is anticipated that there will be co-operation between the management of the Juvena brands and existing BAC brands (Cyclax, Germaine Monteil, Lenthéric, Morny, Scandia, Tuvaché and Yardley) for their mutual benefit.

Nicholas ahead with sales and profits

Speaking at the annual meeting of Nicholas International Ltd in Melbourne last week, the chairman, Mr L. G. Cuming, said: "Sales and profits for the year to date are satisfactorily ahead of last year. Looking forward to the full year, there must of course always remain an element of caution in view of the continued uncertainty in world economic conditions. Nevertheless we remain confident."

The launch of Kylic pads in Australia has so far produced sales ahead of expectations, and in the UK satisfactory trade distribution of Aspro Clear was achieved in advance of advertising which commenced this month. In America, progress continues to be very encouraging and the company is now making a profit in this market. The Ambi and Vigorol products ranges are finding a ready market. On January 1 the company will move into new premises near Milwaukee, Wisconsin.

In France, the Gaillard factory is back in full production following the strike and the subsequent staff reductions.



The filling end of the new ampoule line installed by Kerfoot which can handle 8,000 ampoules per hour. The ampoules come through the screen on the left after being washed, and they are sterilised in the connecting tunnel (see story above)

Vestric announce major operational changes

Vestric Ltd are to increase the number of operations divisions from four to six with effect from January 1, 1977. The move coincides with the start of a "second 10 years of successful operations as the largest UK pharmaceutical wholesaler".

Mr J. C. Stewart, managing director, compares the first year's turnover of £5½m and trading profit of £1m with this year's £106.1m turnover and £3.9m trading profit. Part of the growth comes from the launch of the Vantage programme of retail management support services two years ago and Mr Stewart says the six operations divisions will enable the company to develop the programme fully. The change will help Vestric to provide the most appropriate customer services "through our ability to watch carefully the changing national and local patterns affecting our customers. In addition the changes will allow us to penetrate deeper into areas where our services need development." New divisions are:

Northern (divisional office at Edinburgh) with responsibility for branches at Aberdeen, Dundee, Dunfermline, Edinburgh, Glasgow (Apothecaries), Glasgow (T. & J. Smith), and Glasgow (Vestric). Mr A. F. McFeat, MPS, continues as operations controller.

North-Eastern (office at Leeds) covering branches at Gateshead, Hull, Leeds, Middlesbrough, and Sheffield. Mr G. S. Little is appointed operations controller.

North-Western (office at Stockport) cover-

ing Belfast, Bootle, Carlisle, Heywood, Liverpool, Preston, and Stockport. Mr W. Jordison, MPS, continues as operations controller.

Midlands (offices at Kingswinford) covering Birmingham, Coventry, Kingswinford, Leicester, Nottingham and Stoke. Mr G. A. Wilson continues as operations controller.

South-Western (office at Bristol) covering Bristol (Gibbs), Bristol (Vestric), Cardiff, Paignton, Swansea (Rowland James), and Swansea (Vestric). Mr J. P. Baseley appointed operations controller.

Southern (office at Ruislip) covering Bexhill, Croydon, Enfield, Fooks Cray, Reading, Ruislip, and Sandwich. Mr D. L. Taylor, MPS, operations controller.

Hanimex sales up 30 per cent

First quarter sales of Hanimex Corporation were up 30 per cent on the corresponding period last year, according to the chairman Mr A. W. Uther, speaking at the annual meeting in Sydney. The directors expect this rate of growth to continue during the current half-year, and profits should also show "considerable growth". All companies in the group have shown improvement, with particularly good growth in Canada and France.

Export shipments from the new Cork plant are on schedule, while new product development in photographic equipment and electronics has produced sizeable increases in sales and profit from the US subsidiaries. Export demand has greatly

increased following the Photokina Exhibition in Cologne, particular interest being shown in the new vertical shape pocket cameras and the 35mm belt projector.

Photax British products

The Eastbourne factory of Photax (London) Ltd has become virtually self-sufficient with the installation of another injection moulding machine. The injection moulding plant produces basic components to be used for the manufacture of viewers, reels, cans, slide boxes, and dishes as well as tough components for screens and lighting. Photax stress that all their products are wholly British, from design to packaging—even the carton labels are printed in Eastbourne.

Briefly

A 20 per cent increase in sales to £32m was achieved over the 12 months to September 30 by the consumer division of **CPC (United Kingdom) Ltd**. Good progress was made in Gerber products.

Yago Holdings Ltd (distributors for Aegis Products and Erotex UK) have moved to unit 12, Station Road, Coleshill Industrial Estate, Birmingham B46 1HT.

Mr E. and Mrs D. M. Authers, MPS, have closed their pharmacy at 150 Percival Road, Bush Hill Park, Enfield, Middlesex, after 41 years in business there. Correspondence should continue to be sent to the premises, however.

Appointments are on p780

Vernaid

REGD.
THE BRAND LEADER

STERILE PACKS
CONFORMING TO
THE SPECIFICATION
OF THE N.H.S.
DRUG TARIFF



Vernon-Carus Limited

PENWORTHAM MILLS · PRESTON · LANCs. TEL. 44493/8

OBTAINABLE FROM ALL WHOLESALE CHEMISTS

Market News

A dull week

London, December 1: International financial influences made for distinctly dull trading conditions during the past week in all sections of the market. Buyers were not interested in filling their inventories under the uncertain conditions prevailing; prices, therefore, were scarcely tested.

In spices, quotations for pepper were firmer and cardamoms were up by £0.50 lb. Nigerian split ginger was easier by £10 ton while turmeric advanced by the same amount. Natural camphor powder was marked up on the spot by £0.20 kg to match previous rises in replacement costs caused by the falling £. Higher among botanicals were Cape aloes, balsams, henbane, senega, tonquin beans and dandelion root.

In essential oils stocks of bois de rose on the spot were cleared. Lemongrass fell by £0.20 kg in the cif position and Mysore sandalwood by £5 on the spot.

Pharmaceutical chemicals

Acetarsol: 50-kg lots £10.00 kg.
Acetic acid: 4-ton lots, per metric ton delivered—glacial BPC £257.50, 99.5 per cent £245.50; 80 per cent grade, pure £226, technical £211.50.
Acetone: £252 metric ton 20-drum lots.
Benzolic acid: BP for 500 kg lots £0.5901 kg in lots of 50-kg.
Citric acid: BP granular hydrous per metric ton single deliveries, hydrous £646; anhydrous £694. Five-ton contracts £642 and £690 respectively.
Folic Acid: (Per kg) £44.95; 5-kg £43.79; 25-kg £43.18.
Formic acid: per metric ton delivered in 4-ton lots, 98 per cent £281; 85 per cent £235.
Hypophosphorous acid: (50-kg lots) Pure 50 per cent £3.1752; BPC (30 per cent) £2.4677.
Phosphoric acid: BP sg 1.750 £0.4373 kg in 10-drum lots.

Crude drugs

Agar: Spanish-Portuguese £5.30 kg spot.
Aloes: Cape £1.31 kg spot; £1.27, cif. Curacao spot nominal; shipments £1.81, cif.
Balsams: (kg) **Canada:** £12.10 spot; £11.90, cif for shipment. **Copaiba:** BPC £2.00 on the spot; £1.90, cif. **Peru:** Spot £6.60; £6.40, cif. **Tolu:** £3.75 spot.
Belladonna: (metric ton) Leaves £1,650 spot; £1,600, cif. Herb no offers. Root £1,400.
Benzoin: BP £86.00-£88.00 cwt spot; £85.00-£87.00, cif.
Buchu: Rounds £2.30 kg spot; £2.20, cif.
Camphor: Natural powder, £4.90 kg, spot. Synthetic £0.80.
Cardamoms: (per lb, cif) Alleppy green no 1 £6.00; prime seeds £6.50.
Cascara: £820 metric ton spot; £770, cif.
Cherry bark: Spot £810 metric ton; £800, cif.
Chillies: Chinese Sulkein £1,500 ton.
Cinnamon: (cif) Seychelles bark £420 ton. Ceylon quills 4 O's £0.66 lb.
Cloves: Madagascar £4,200 per ton, cif.
Cochineal: Peruvian silver-grey £14.10 kg, spot; £14.00, cif. Tenerife black £19.00.
Dandelion: New crop for shipment £1.17 kg, cif.
Ergot: Portuguese-Spanish £1.80 kg spot; £1.40, cif.
Gentian: Root £1.50 kg spot; £1.45, cif.
Ginger: (ton, cif) Cochín £1,000. Jamaican (spot) £1,200. Nigerian split £740, peeled nominal.
Henbane: Niger £1,050 metric ton spot; £1,000, cif.
Honey: (per metric ton in 6-cwt drums, ex-warehouse) Australian light amber £560, medium £550, Canadian £760; Mexican £570.
Hydrastis: (kg) £10.20 spot; £10.00, cif.
Ipecacuanha: (kg) Costa Rica £4.25 spot; £4.15, cif.
Jalap: Mexican whole tubers basis 15 per cent, £1.90 kg, cif.
Liquorice root: Chinese £400 metric ton, cif. Russian £390, cif. Block juice £147 per 100 kg.
Pepper: (ton) Sarawak black £1,340 spot; £1,240, cif. White £1,550 spot; shipment £1,445, cif.

Senega: (kg) Canadian £13.90 spot; £13.70, cif.
Senna: (kg) Alexandria pods, hp, £1.40-£1.70, manufacturing, £0.95. Tinnevely leaves faq No 3, £0.28, faq pods £0.27, hp £0.39.
Styrax: £4.50 spot; £4.00, cif.
Tonquin beans: Spot £1.50 kg; shipment £1.40, cif (Angostura type).
Turmeric: Madras finger £850 ton, cif.
Valerian: Indian root £950 metric ton spot; shipment £920, cif.
Witchhazel leaves: Spot £3.85 kg; £3.75, cif.

Essential and expressed oils

Almond: Sweet in drum lots £1.25 kg duty paid.
Anise: (kg) £18.00 spot and cif.
Bois de rose: (kg) No spot; shipment £7.50, cif.
Buchu: South African £155 per kg spot nominal. English-distilled £300 nominal.
Celery: English £40.00 kg.
Citronella: Ceylon £1.40 kg spot and cif. Chinese £1.95 kg spot; £2.05, cif.
Clove: Indonesian leaf, £2.30 kg spot; shipment £2.25, cif. English-distilled bud £40.00 spot nominal.
Coriander: Imported Russian £19.00 kg spot.
Fennel: Spanish sweet £11.00 kg spot.
Geranium: Bourbon £36.15 kg, cif.
Lavender spike: £11.00 to £14.50 kg as to quality.
Lemon: Sicilian best grades about £11.50 kg.
Lemongrass: £5.25 kg spot; £4.60, cif.
Lime: West Indian about £7.50 kg spot.
Mandarin: £13.50 kg spot.
Nutmeg: (per kg) English-distilled from West Indian £22.00; from East Indian £20.00. Imported £7.00.
Olive: Spot ex-wharf. Spanish £1.350 per metric ton in 200-kg drums ex wharf; Mediterranean origin £1.350; Tunisian £1.350.
Peppermint: (kg) Arvensis—Brazilian £5.70 spot; £5.30, cif. Chinese £5.50 spot; £5.10, cif. Piperata, American Far West about £24.00, cif.
Petitgrain: £5.25 kg spot; forward £5.25, cif.
Rosemary: £6.00 kg spot.
Sage: Spanish £11.50-£12.50 kg spot.
Sandalwood: Mysore £70.00 kg spot.
Sassafras: Chinese £2.25 kg, cif. Brazilian £2.20 kg spot and cif.
Spearmint: (kg) American Far West £15.50. Chinese no spot; £13.00, cif. Jan-Feb shipment.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

Coming events

Monday, December 6

Barking and Havering Branch, Pharmaceutical Society, at 7.30 pm. Visit to Paracolor photo processing laboratories.
East Metropolitan Branch, Pharmaceutical Society, Churchill Room, Wanstead Library, Spratt Hall Road, Wanstead, London E11, at 7.30 pm. Discussion of resolutions for the Branch Representatives Meeting, followed by wine and mince pies.
North Metropolitan Branch, Pharmaceutical Society. Visit to Camden and Islington Health Education Centre, 159 Upper Street, at 7.30 pm.
Pharmaceutical Group, Royal Society of Health, 13 Grosvenor Place, London SW1, at 7.30 pm. Dr J. Spooner (medical director, Sterling Winthrop research and development) on "Paracetamol metabolism—a study in scientific detection".
Socialist Medical Association Pharmacy Group, Mrs Miller's room, House of Commons, London SW1, at 7 pm. Mr D. J. Dalglish and Mrs S. Martin on "Pharmacy in Sweden", Mr P. Crees on "Pharmacy in the Soviet Union".

Tuesday, December 7

Chelmsford Branch, Pharmaceutical Society, Chelmsford and Essex Hospital academic unit, at 8 pm. Dr F. Fish (University of Strathclyde) on "Science in crime detection".
Leeds Branch, Pharmaceutical Society, Golden Lion Hotel, Leeds at 8 pm. Films: "The patient is not a petri dish" and "Broad spectrum".
Plymouth Branch, Pharmaceutical Society, Boardroom, Greenbank Hospital, at 8 pm. Dr P. J. Nicholls (Welsh School of Pharmacy) on "Drug induced diseases".

Wednesday, December 8

Brighton Branch, Pharmaceutical Society, Postgraduate medical centre, Brighton General Hospital, at 8 pm. Dr M. S. Parker (Head, pharmacy department, Brighton Polytechnic) on "What use is research in pharmacy".
Bromley Branch, Pharmaceutical Society, Eden Park Hotel, Upper Elmers End Road, Beckenham, at 7 pm. Dinner party.

Appointments

E. Merck Ltd: Dr A. J. Cooper, medical director, and Mr H. H. Clarke, financial director of BDH, have been appointed to the board of directors.

Fisons pharmaceutical division: Dr John Glasby will be joining the department of regulatory affairs early in 1977 as drug registration manager. After a period of lecturing in pharmaceuticals at the Leicester Polytechnic he joined pharmaceutical development at Fisons in 1970 and was appointed manager of the consumer products development department in 1973.

Imperial Chemical Industries Ltd: Dr F. G. Harvey, chairman of the Mond division becomes a director of the parent company on January 1, 1977, and will be succeeded by Dr V. G. Cove, at present a deputy chairman of the Mond division. Dr C. W. Suckling, chairman of the paints division becomes general manager—research and technology on May 1, 1977, and will be succeeded by Mr D. H. Henderson, at present general manager—commercial. Mr R. C. Hampel, a vice-president of ICI Americas Inc, is to be the new general manager—commercial from a date to be announced. Mr F. Whiteley, a deputy chairman of the agricultural division becomes chairman of the division on April 1, 1977, in succession to Mr G. S. Roberts who retires on March 31, 1977.

Galon Group, Friends' Meeting House, Park Lane, Croydon, at 7.30 pm. Christmas party.

Fife Branch, Pharmaceutical Society, Station Hotel, Kirkcaldy, at 7.30 pm. Dinner and dance.
Mid Glamorgan Branch, National Pharmaceutical Union, New Inn, Pontypridd, at 7.30 pm. Mr H. B. Coulson (treasurer, NPU) on "How much does NPU do for you?"
Mid Glamorgan East Branch Pharmaceutical Society, Abercynon Rugby Club. Wine tasting.
Northamptonshire Branch, Pharmaceutical Society, Yeoman of England, Wootton, at 8 pm. Discussion of proposals for Branch Representatives Meeting and wine tasting.
Sheffield Branch, Pharmaceutical Society, Jessop Hospital lecture theatre (school of physiotherapy, second floor), at 8 pm. Dr P. Malyn on "History and development of the art of the perfumer".
Worthing Branch, Pharmaceutical Society, Broadmark Hotel, Broadmark Lane, Rustington, at 7.15 pm. Annual dinner and dance.

Thursday, December 9

Glasgow and West Scotland Branch, Pharmaceutical Society, Staff club music room, university centre, Strathclyde, at 8 pm. "European Community wines and cheeses".
Harrogate Branch, Pharmaceutical Society, Postgraduate centre, Harrogate General Hospital, Knaresborough Road, at 8 pm. Mr D. Royce (chairman, NPU, member, PSNC) on "New approaches to old problems".
Hull Branch, Pharmaceutical Society, Postgraduate centre, Hull Royal Infirmary, at 7 pm. Members dinner, Mr J. P. Bannerman (president, Pharmaceutical Society) on "Pharmaceutical fights".
Northumbrian Branch, Pharmaceutical Society, Vicarage Room, Imperial Hotel, Jesmond Road, Newcastle 2, at 7.30 pm. Mr J. V. Leeder (quality control manager, Shulton Toiletries) on "Modern perfumery".
Swindon Branch, Pharmaceutical Society, Room 4, Wyvern Theatre, Swindon, at 8 pm. Mr J. Harris (Bath university).

Friday, December 10

Bristol Branch, Pharmaceutical Society, Cutlers Hall, Quakers Friars, at 7.30 pm. Wine and cheese evening.
Western Region, Chemical Society Analytical Division, Chemistry Department, UWIST, Cardiff, at 7 pm. Mr R. L. Williams on "Science and crime".

Methanol

Also to AR specification.

James Burrough Limited

Fine Alcohols Division 60 Montford Place London SE11
Tel: 01-735 8131

The Triangle Trust helps people of the Pharmaceutical Industry

The Triangle Trust 1949 Fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependents employed, or formerly employed in the pharmaceutical industry in Great Britain and the British Commonwealth. Such relief may include assistance with the educational expenses of children.

The Trustees are also prepared to consider applications for financial assistance, beyond the scope of an employer's responsibilities, with education or training in general subjects, including music and the arts.

For additional information, or to apply for assistance, write to: The Secretary, Dept CD, The Triangle Trust 1949 Fund, Clarges House, 6-12 Clarges Street, London W1Y 8DH.

Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist, 25 New Street Square, London EC4A 3JA.
Telephone 01353 3212.

Publication date Every Saturday.

Wanted

WANTED URGENTLY Old mehogany chemist shop fittings. We remove and pay cash. John Derhem Ltd., 248 Camden High Street, London, N.W.1. Tel: 01-485 6611.

Pharmaceutical Antiques, urgently required all items connected with old-fashioned Pharmacies — runs of drawers, shop fittings, bottles, jars, pill machines etc. Telephone Ashtead Surrey 72319/76626, 24 hour answering service, Robin Wheeler Antiques "Parklands", Park Road, Ashtead, Surrey.

PHONES. Wanted urgently metal top telephones, large or small quantities bought for cash. Please contact R. Wheeler as above.

WE WILL PURCHASE for cash a complete stock of a redundant line, including finished or partly finished goods, peckeging, raw materials, etc. No quantity too large. Our representative will call anywhere. Write or telephone Lawrence Edwards & Co. Ltd., 6/7 Wellington Close, Tedbury Road, London W11. Tel: Park 3137-8.

A. & H. OTTER LTD.

(established 1920)

Largest cash stock buyers in the trade for manufacturers' clearing lines, end retailers' stocks.

8 Northburgh Street, London EC1V 0BA. Tel: 01-253 1184/5. Telegrams: "Selvell", London, E.C.1.

Business for sale

DRUG STORE FOR SALE, East London. Old established, sales £58,000 p.a. rising. Very low rents/overheads. Nett profits £10,000, lock-up shop. £11,750+SAV. Box no. 2444.

FCL Medical Supplies

New British Drainage Bags

Competitively priced. Ex-stock delivery. New high quality urine drainage products from F.C.L. Medical Supplies, a division of Food Containers Limited. — Now available to Chemists' Wholesalers

Two litre drainage bags

Extruded to size, no side welds. Very strong two way stretch material. Complete with non-return valve, tube and end cap. Clear printing. With or without drain-off facility.

350 ml Leg Bag

Sterilised by gamma radiation. Individually packed and complete with adjustable rubber straps. Drain-off facility. As supplied to Regional Health Authorities

These high quality bags are made in the UK and are available at extremely competitive prices for immediate delivery by our own transport from stock. Send for quotation and samples to:



FCL Medical Supplies

Wade Road, Kingsland Industrial Estate, Basingstoke, Hants. Tel: Basingstoke 52121 (10 lines) 24 hour answering service.

Display/Semi Display £5.00 per single column centimetre, min 25mm. Column width 42mm.

Whole page £350 (254mm x 178mm).

Half page £200 (125mm x 178mm).

Quarter page £110 (125mm x 86mm).

Lineage £1.00 per line, minimum 5 lines @ £5.00.

Box numbers £0.50 extra.

Series Discounts 5% on 3 insertions or over. 10% on 7 insertions or over. 15% on 13 insertions or over.

Shopfitting

MODERN PHARMACY wall and counter units for sale, both with draw-runs. In excellent condition, recently removed from pharmacy. Tel: Nazeing 2177.

INTERPLAN SYSTEM 80 modular shopfittings, attractive units at attractive prices, complete installations. NPU recommended. Brochure from OLNEY BROS LTD, SHOP-FITTERS, NORTHBRIDGE ROAD, BERKHAMSTED, HERTS. Tel: 5417-9.

SELF SELECTION will increase your toiletries sales sufficiently to pay for a complete shop modernisation. As primary manufacturers of wall fittings and counters we offer very early delivery and installation in just one day, or overnight, new shops or old shops or part shops. Immediate quotations without obligation for shopfronts and interiors. Thirsk Shopfitting, 741-743 Garratt Lane, London SW17 0PD. Telephone 01-946 2291 (four lines).

Tolley's
Tax Tables 1976/77

Published within days of the chancellor's budget speech, these detailed tables cover all main rates of income tax, corporation tax and V.A.T. and include a summary of the budget proposals.

Price 90p.

Please mention
C & D when replying
to advertisements

Classified Advertisements

For Sale

TOILETRIES, Cosmetics and Fancy Goods Business. First class position. West Didsbury, Manchester. Takings approx. £600.50 per week. Excellent opportunity and potential for pharmacist. Good living accommodation. Tel: 061-445 2373.

ONE-SIZE TIGHTS from £1.55 doz. plus VAT. Min. order 6 doz. overall. **CWO**. Carriage free. Full range Price List. Edward Kaye Ltd., 3 South Place, London EC2

Pharmaceuticals

available for prompt delivery
ex UK/Hamburg warehouse

Sodium Salicylate BP.68

Sodium Sulphacetamide BP.68

Sulphanilamide BP.73

Phenolphthaleine BP.73

Acetyl Salicylic Acid USP.19

Antibiotics Digoxin,

Digitoxin, Ergometrine, Ergotamine

Formulated Medicines

ARCODE LTD.

Plantation House
Mincing Lane
LONDON EC3

Telephone: 01-623 7074
Telex: 883476

Blank Cassettes
AGFA ★ AMPEX ★ AUDIO
BASF ★ EMI ★ FUJI ★ HCL
MAXELL ★ MEMOREX
PHILIPS ★ SCOTCH
SONY ★ TDK

WHAT you need
WHEN you need it
From ONE wholesaler!
Write or 'phone for price list:
EPS, 75 HOLLOWAY ROAD,
LONDON N7 8JZ
(01-607 6059/3755)

For Sale, Discount Drug Store, in a modern shopping precinct next to Sainsbury's Supermarket and a very large freezer centre. This is one of Bristol's busiest shopping centres with ample car parking. Turnover for previous 2 years, August 74-July 76 averaged £75,000 p.a., showing gross profit of 29%. Rent £1,850 p.a., Rates £1,000 p.a. 5 years to next revision. Easily managed unit. A snip at £15,000 and stock at retail value less 33%.

Contact Mr. Palmer,
Bristol 552966.

FOR SALE: 285,000 x 14 mm red rubber stoppers FM 50 high quality £6.50 per 1,000. 100,000 x 20 mm grey rubber stoppers £6.00 per 1,000. Tel: Alfriston (0323) 870426.

SEX DISCRIMINATION ACT

No job advertisement which indicates or can reasonably be understood as indicating an intention to discriminate on grounds of sex (e.g. by inviting applications only from males or only from females) may be accepted unless:

1. the job is for the purpose of a private household, or
2. it is in a business employing fewer than six persons, or
3. it is otherwise excepted from the requirements of the Sex Discrimination Act.

A statement must be made at the time the advertisement is placed saying which of the exceptions in the Act is considered to apply.

**Our address
for Box No.
replies is**

Chemist & Druggist
25 New Street Square
London, EC4A 3JA

Tel: 01-353 3212

Protect Your Property

**with
Fire Protection Directory
1976**

**Fire fighting's most
authoritative reference book.**

**Five hundred pages of
comprehensive and up-to-date
information covering**
Structural fire protection
Equipment suppliers
JCDD specifications
Buyers' Guide
Fire Prevention Officers
Public Brigades
Industrial Brigades
Salvage
Fire insurance
Fire engineering
Statistics

£8.50

**Order now from The Manager,
Fire Protection Directory,
Benn Brothers Limited,
125 High Street, Colliers Wood,
London, SW19 2JN.
Telephone 01-542 8575.**

CONTINUOUS
ADVERTISING
SUPPORT IN
NATIONAL PRESS
THROUGHOUT
THE COMING
SEASON!

HEAD FOR THE HILLS!

HILLS 'BIG 3' ARE
SURE SELLERS AT 'CHEMISTS ONLY'!

REVISED PRICES from 3rd DECEMBER 1976

UNIT PRICES

		RETAIL (inc. VAT)	TRADE (ex. VAT)
HILL'S ADULT BALSAM	100 ml	45p	31.25p
HILL'S ADULT BALSAM	200 ml	78p	54.16p
HILL'S JUNIOR BALSAM	100 ml	36p	25.00p
HILL'S BALSAM PASTILLES		37p	25.19p

Note: Prices charged will be those ruling at despatch date.

THESE RETAIL PRICES ARE CALCULATED ON THE BASIS OF VAT AT 8%

HILL'S PHARMACEUTICALS LTD.
BRIERCLIFFE, BURNLEY, BB10 2JY. Tel: 0282 25932


Nicofin
ANTI-SMOKING AID

**The New
16 day
Anti-Smoking aid
contained in a
10ml mouthspray**



A Real Deterrent

It makes the taste of
smoking unpleasant

Easy and Convenient

Always to hand
whenever most needed

Bonus offers on opening orders

PDS LTD. 113 Hammersmith Road, London, W. 14.
602 0889 248 6655

The only

BEVELLED TONGUE DEPRESSOR

in the world.

APPLICATORS ALSO AVAILABLE

AYRES BIOPSY CERVICAL SCRAPERS

This high quality scraper immediately available
in large quantities. Special prices for bulk
orders.

ASHWOOD TIMBER & PLASTICS LTD.,

Plyfa House, Leven Road, London E14 0LW Tel: 01-987 6343/6461

PARACETAMOL

Compression Price for D.C. Material

BULK PACKED 25p per 1000 tablets EX-WORKS
MINIMUM ORDER 1 MILLION

M A Steinhard Ltd, 703 Tudor Estate, Abbey Rd, London NW10 7UW
Telephone: 01-965 0195

Fassett & Johnson

AND LEADING WHOLESALERS

offer you a Special Service and
even better Bonuses!

Fassett & Johnson in conjunction with many leading Wholesalers are anxious to give you help with your in-stock position—and to give it to you quickly! In addition, there are **better bonuses than ever** on selected lines—as a regular feature.



TAKE ADVANTAGE OF THESE OFFERS NOW!

Bonus Period
November–December
Old Cottage Lavender
Spray Cologne (25g)
13 as 12
White Fire Spray
Cologne (25g)
13 as 12
Pinaud–Oily and Plain
13 as 12
Pollen B (30's and 90's)
13 as 12
or the equivalent thereof
NEW Grossmith Fruit Soaps
Green Apple, Tangerine,
Grapefruit, Peach, Special
Introductory Retail Price **14p**

SPECIAL WHOLESALERS

Ayrton Saunders & Co. Ltd.,
Liverpool, Burslem.
Herbert Ferryman Ltd.,
Southampton, Aldershot,
Portsmouth.
William Davidson Ltd.,
Aberdeen.
Scotus Wholesale Supplies,
Edinburgh.
Bleasdale Ltd., York.
Hall Forster & Co. Ltd.,
Newcastle-upon-Tyne.
Mawsley Brooks & Co. Ltd.,
Salford.
Richard Daniel & Son Ltd.,
Derby, Ashton-under-Lyne,
Chesterfield.
E. H. Butler & Son Ltd.,
Leicester, Northampton.
A. V. Sarge & Co. Ltd.,
Birmingham 23.
H. B. Dorling Ltd.,
Dagenham.
Eastern Wholesale Ltd.,
Stratford, E.15.
Macton (South Wales) Ltd.,
Taffs Wells, Cardiff.
L. Rowland & Co. Ltd.,
Wrexham.
Ridley (Wholesale Chemists) Ltd., Carlisle.
Hills Pharmaceuticals Ltd.,
Briercliffe, Burnley.
Henry Sykes & Son Ltd.,
Huddersfield.
Martindales,
East Grinstead, Norwich.

Also available from stock

Quickies
Cleansing, Eye and Nail
Nestle
Lite, Streaks 'N' Tips
and Lanolol
Grossmith
Soap, White Fire,
Old Cottage Lavender
Rosedale/Margo
Hair Spray Refills, Talc,
Bath Cubes, Shampoo,
Splash Cologne,
Splash Lavender
John Bell, Hills & Lucas
Frador, Lotil, Stop It
Wassen
Pollen-B